



Research Paper

A Sociological Study on the Changing Patterns of Consumer Behaviour in Tricity

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Abstract

This papersummarises the key findings of an extensive research study recently completed in the Tricity. The study focused on the changing patterns of consumer behaviour among the people visiting the malls in Tricity. In line with a strand of research in sociology, we illustrate instead that it can be clarified by cross-country differences in gender preferences about the prime purpose of the consumers that actually influence them to visit the shopping malls. This was done by using individual-level data on the patterns of consumer behaviour of 300 respondents, 24-65 years of males and females visiting three malls in Tricity. Results have underlined that shopping have become one such leisure activity among female consumers that often provides them choice, relaxation and freedom in the malls. On the other hand, the desire to spend quality time with family and friends followed by the wish to track entertainment facilities were found to be the main purpose among male consumers visiting shopping malls in Tricity. So these shopping malls are a perfect hangout spot for everybody in the Tricity. However, the changing patterns of the consumers have proved that young and female respondents spend more time for shopping (in hours) in the shopping malls than the aged and male respondents. Our findings show that the shopping malls in Tricity are one of its prime highlights these days.

Keywords: Consumer, Behaviour, Patterns, Shopping, Malls, Stores, Tricity

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Consumer behaviour is rather a new field of study and is catching full attention of the social researchers. All over the world, the seller's markets have moved out and buyers markets have come up in its place. This transformation has led to a paradigm shift of the manufacturer's consideration from product to the consumer and in particular, it is centred on the behaviour of the consumers. The assessment of marketing concept from meagre selling concept to consumer oriented marketing has also made the buyer behaviour an independent discipline in modern day world. Moreover, the growth of consumerism as well as consumer legislation gives emphasis to the significance that is given to the consumers in the present state. Consumer behaviour is generally a study that explains how individuals make decisions in order to spend their available resources that is their effort, time and money. It also studies the consumption related aspects and answers the following important questions: What the customers buy? When the customers buy? How the customers buy? And so on.

Definition: Consumer Behaviour

It is generally the study of individuals and organisations in addition to the processes through which the consumers exercise to search, select, make use of and dispose of experience, products, services, or ideas in order to gratify their needs and the impact on the consumers as well as on the society.

According to Loudon and Della Bitta, consumer behaviour is 'the decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services' (Gupta, S.L., Pal Sumitra, 2006). According to the dictionary of Marketing and Advertising, consumer behaviour refers to 'observable activities chosen to maximize satisfaction through the attainment of economic goods and services' (Gupta, S.L., Pal Sumitra).

The shopping malls provide a lot of alternative choices to buy from. A purchaser chooses to buy a specific item out of different accessible choices. A choice is a decision made by a consumer within the shopping mall; a consumer chooses to buy a specific item out of different accessible choices in the shopping mall. During the process of deciding what to purchase, the consumer not only decides what to buy but also what, from where and the quantity of the product as well (Patkar, 2011).

The questions like What, When, How and Where we make purchases depends on our perception of buying, the social cultural factors, values, attitudes, beliefs, personality, income, etc. It is basically a decision-making process, evaluating and further making choices for our purchases (Khan, Matin. 2007). Consumer behaviour is determined by some internal and external factors. Internal factors involve the attitude, motivation, personality, learning and informational factors. An individual has some biological needs of which Maslow talks in his 'hierarchy of needs', where as soon as the individual satisfy his basic needs, new needs emerge. The individuals have different needs accordingly and they have different methods to fulfil their needs, this factor is involved in the motivation and involvement method, where an individual has some motivation and his needs involved. For example, a professional cricketer's need for a bat would be different from a person who just plays cricket for fun. These factors are also affected by the attitude of the consumer, that is, whether the person goes for a safe investment to avoid the risk or he is just a carefree consumer, who just purchase without much involvement. The internal factors also involve the selective retention, where an individual is involved according to his/her taste. For-instance, a child shows his/her interested in buying toys such as Barbie dolls, kitchen set, trucks, gun, etc. On the other hand, external factors involve the cultural influences that are influenced by the consumer's culture. For-example, North Indians has a different culture and will have a different consumption taste than the south Indians.

Objective of the Study

The mall phenomenon in Tricity is shifting the way people shop in contemporary times. While exhibiting continuing approval of the organized retail formats, people of Tricity are continuously moving out of their zone-based buying behaviour and have considerably augmented their spending at the most famous malls. After the emergence of mall culture, famous shopping sectors of Chandigarh like Sector 17, Sector 19 and Sector 22 have experienced many setbacks. All the craze of shopping in these famous sectors has just moved to the big and selected malls of Tricity, thereby changing the trends and patterns of shopping. In this scenario, where the mall culture promises to provide variety along with entertainment and food, it becomes essential to study the changing patterns of consumer behaviour particularly in the malls.

II. Materials and Methods

For the present study, the customers visiting the malls namely Elante mall, VR Punjab and NH22 in Tricity have been covered. Data was collected from three hundred respondents. From each mall, first-hand information was collected from hundred respondents. Fifty males and fifty females were covered from each mall in order to study the changing patterns of consumer behaviours as well as their perception towards the emerging mall culture. The sample group includes youth, housewives, working men and women along with retired persons. Many respondents, who were uninterested in responding or were falling short of time, are not taken into analysis. Selection of respondents was done so as to capture a diverse range of consumer behaviour among Tricity people. In this way, a sample of three-hundred respondents (in-between 24-65 years of age) was taken in the study. Convenience sampling method has been used for selecting the sample.

Both primary and secondary data have been used in the present study. For primary data, a well structured interview schedule was developed and administered to the customers visiting the selected malls in Tricity. In the light of the experiences gained from the pilot study, few changes were included in the revised interview schedule. Questions related to changing patterns of consumer behavior have been covered. Both open-ended and close-ended questions were used in the interview schedule to collect the data from the respondents. For secondary data, existing literature in the form of books, journals, magazines, papers and web sources were also consulted.

III. Findings and Discussion

In the present study, efforts were made to study the following patterns of consumer behaviour:

a. **Place of purchase:** In today's world, when the consumers are provided with several stores under one single roof, they are most probably found to make purchases from the different stores. Although, they could find their desired products in a single store but still they could be seen finding the varieties in different stores. They are not permanently loyal to a single store, unless and until they are given access to that only. In the present study, an effort has been made to explore the number of stores a customer visit before making any final purchase. Besides, store-switching behaviour of the respondents and the underlying reasons were also considered.

b. **Items purchased:** It is generally seen that all the necessity items could be purchased in bulk, but the luxury items are more likely to purchase less frequently and that too in small quantity. In addition, the purchase is influenced by the perishability of the product; price and the quality of the product, discounts provided and the purchasing power of the consumer. In the present study, respondents (both males and females) were asked about

their main purpose of visit in the shopping mall in Tricity. Additionally, the opinions of the respondents related to their purchasing behaviour in shopping malls in Tricity were also verified.

c. Time and frequency of purchase: In the era of internet and e-commerce, when everything is just under a single click, the consumers will go shopping at their feasibility and would expect service even during the oddest hour. It is the obligation of every store to meet these demands by recognizing the pattern of purchase and thereby matching its services corresponding to the time and frequency of purchase of the customers. In this scenario, an attempt was made in the present study to study the time and frequency of purchase of the consumers in modern day world.

d. Method of purchase: A consumer can make purchases either in the store, order online and pay online. The method of purchase can also induce more spending from the customer (for online shopping, one might also be charged a shipping fee for example). The way a buyer prefers to purchase the manufactured goods also reveals a great deal regarding the type of customer he is. An effort has been made to explore the method of purchase as well.

Table 1: Table Showing Average Time Spent by the Consumers for Shopping (in Hours) in the Shopping Malls in Tricity

Average Time Spent by the Consumers for Shopping (in Hours)	Elante	VR Punjab	NH 22	Total
1-2	4 (4%)	3 (3%)	9(9%)	16 (5.33%)
2-3	12 (12%)	17(17%)	26(26%)	55 (18.33%)
3-4	21 (21%)	23(23%)	29(29%)	73 (24.33%)
4-5	29 (29%)	27(27%)	21(21%)	77 (25.66%)
Above 5	34 (34%)	30(30%)	15(15%)	79 (26.33%)
Total	100 (100%)	100(100%)	100(100%)	300(100%)

Table 1 shows that the average time spent by the consumers for shopping (in hours) in the Shopping Malls in Tricity by the respondents. Majority of the respondents (that is, 76.32 percent) were found to spend time from three hours to more than five hours a day while making a visit to the mall. Out of the total sample, around 24 percent of the respondents were found to spend three to four hours a day in the shopping malls. Approximately, 25 percent of the respondents spends around four to five hours and nearly 26 percent of the respondents spend even more than the five hours a day in the shopping malls. It was found in our study that young and female consumers prefer to spend more time in the shopping malls. Moreover, the consumers having low purchasing power also prefer to spend more time in the malls in the pursuit of such type of products that goes with their pocket. Some of the factors that were found affecting the consumers spend include consumer confidence, the cost of living and levels of unemployment and they have significantly changed how and where consumers prefer to spend their hard-earned money. Similarly, Mihic, M; Anic, Damir; Kursan, Ivana Milakovic (2018) found that only gender and age are the prominent factors that influence time spent at the shopping malls. Female and younger consumers spend more time than the male and the older consumer. As females more tend to involve in fashion and creating innovative styles which leads to more time spend in the mall. The study also says that those with low purchasing power tend to spend more time in search of the products that matches their value. It was found in the study that time and expenditure derive both the planned and the unplanned shopping. The consumer who stays more in the shopping mall tends to have more chances of purchasing more. The study also mentions that the retailers must make their shops more attractive and encourage store personnel to communicate more with the consumers that will encourage consumers to spend more time in the store.

Table 2: Table Showing Frequency of Visit of the Respondents in the Shopping Malls in Tricity

Frequency of Visit of the Respondents	Elante	VR Punjab	NH 22	Total
Daily	9(9%)	5(5%)	3(3%)	17 (5.66%)
Weekdays	15(15%)	19(19%)	11(11%)	45 (15%)
Weekends	41(41%)	35(35%)	47(47%)	123 (41%)
Fortnightly	28(28%)	25(25%)	21(21%)	74 (24.66%)
Monthly	7(7%)	16(16%)	18(18%)	41 (13.66%)
Total	100(100%)	100(100%)	100(100%)	300(100%)

Table 2 shows the frequency of visit of the respondents in the shopping malls in Tricity. It was found that 41 percent of the respondents prefer visiting malls on the weekends and only 15 percent visit malls on the weekdays. Approximately 25 percent visit fortnightly and nearly 14 percent make a monthly visit to the malls. Majority of the respondents were found having the preference of shopping within the weekends. Out of these, many informants spoke about their practices that they indulge on every weekend in malls like Elante, VR Punjab and NH 22 to give themselves a break from their hectic schedules or work life. When asked, many respondents visiting VR Punjab spoke about the availability of national and international brands in VR Punjab mall such as Forever 21, H&M, Lifestyle, Westside, and Zara. Moreover, Central and Home Center, and the regional Reliance Market attract them to purchase the groceries and other essentials. It was found that these malls in Tricity have somewhere a core philosophy of joining people, thereby focusing on building lifestyle centres that link consumers with the retailers and reinforce the communal ties, all the way through the art of place-making. It is ultimately the necessities and entertainment facilities that push the consumers to visit these fun-filled and happening malls on almost every weekend. Similarly, Makgopa Siphos (2016) the study focuses on the main reasons of the consumers to visit malls and found the frequency of visiting malls. Most of the respondents visit twice a month for purchasing groceries and the essential items and for eating out and minority of the visitors who make a visit once a week visit the malls for the work-related purposes, keeping up to date with trends in technology, clothing, and homeware and other reasons such as banking, cash withdrawal, they visit malls to buy homeware, for movies, for socializing or celebrating events. The purpose of visiting the shopping malls results in the consumer's frequency of visiting the malls.

Table 3: Table Showing Opinion on the Attributes that are patterned by the Respondents while Choosing a Shopping Mall in Tricity

Opinion on the Attributes Patterned by the Respondents while Choosing a Shopping Mall	Elante	VR Punjab	NH 22	Total
Special Offers and Discounts	29 (29%)	31(31%)	47(47%)	107 (35.66%)
Good Ambiance	8(8%)	5(5%)	7(7%)	20 (6.66%)
Friendly Shopping Environment	6(6%)	4(4%)	2(2%)	12 (4%)
Good Range Availability of Products	22(22%)	25(25%)	4(4%)	51 (17%)
Availability of Entertainment Facilities	15(15%)	10(10%)	27(27%)	52 (17.33%)
More Open Spaces and Convenient Parking for Vehicles	6(6%)	12(12%)	6(6%)	24 (8%)
Near to House	5(5%)	9(9%)	2(2%)	16 (5.33%)
Safety Measures in the Mall	9(9%)	4(4%)	5(5%)	18 (6%)
Total	100(100%)	100(100%)	100(100%)	300(100%)

Table 3 shows the opinion on the attributes that are checked by the respondents while choosing a shopping mall in Tricity. Nearly 35.66 percent of the respondents said that they choose shopping mall because of the special offers and discounts that they are attracted to. Nearly about 17 percent of the respondents argued that the availability of the products and another 17.33 percent revealed that the entertainment availability of the malls matter them the most. In the present study, offers and discounts were found to be the main attributes that

are mainly checked by the consumers while choosing a shopping mall in Tricity. Many respondents revealed their interest in getting big discounts on branded clothes. They further revealed that these discounts and offers available in different malls provide them an opportunity to try out something new and fashionable that they would not otherwise buy on the original price. On the other hand, respondents visiting NH 22 mall spoke about the attractive Paytm wallet loyalty cashback and discounts that makes them visit the mall the most. In the present study, it was found that it is now easier for the people to book the movie tickets for their favourite movies from their home, office or while travelling. They do not have to stand in the long queues to get the booking. Moreover, the malls like Elante and VR Punjab provides them innumerable facilities like entertainment and restaurants where the special discounts and offers motivate them to avail the services again and again. Similarly, Santha S, (2017) in the study, reveals that entertainments, safety, parking facility, restaurants, escalator/lift facilities, electronic payment systems etc influence the respondents to shop at malls. The most preferred were the food products and the jewellery. It was found in the study that the respondent of age group 20-40 professional, female frequently visit malls and there is no association between occupation of the respondents and their visiting frequency to shopping mall.

Table 4: Number of Stores / Shops Visited by the Respondents in Shopping Malls in Tricity

Number of Stores / Shops Visited in Shopping Malls	Elante	VR Punjab	NH 22	Total
1-2 Stores	-	-	69 (69%)	69 (23%)
2-3 Stores	4 (4%)	7 (7%)	31 (31%)	42 (14%)
3-4 Stores	13 (13%)	9 (9%)	-	22 (7.33%)
4-5 Stores	28 (28%)	23 (23%)	-	51 (17%)
Above 5 Stores	55 (55%)	61 (61%)	-	116 (38.66%)
Total	100(100%)	100(100%)	100(100%)	300(100%)

Table 4 explains the number of stores/shops visited by the respondents in shopping malls in Tricity. Most of the respondents (38.66 percent) visit more than five stores in the shopping malls. On the other hand, 23 percent of the respondents visit only 1 or 2 stores in the malls, reason being that only in NH22 the visitors visit only 1-2 stores, as they do not have many stores in the malls. It was found that the bigger the mall, more variety of brands and stores it has.

Table 5: Table Showing Store-Switching Behaviour of the Respondents and the Underlying Reasons found in the Tricity

Store-Switching Behaviour of the Respondents and the Underlying Reasons found in the Tricity	Elante	VR Punjab	NH 22	Total
Location	6 (6%)	5 (5%)	2 (2%)	13 (4.33%)
Discounts	17 (17%)	19 (19%)	23 (23%)	59 (19.66%)
Displays	14 (14%)	9 (9%)	6 (6%)	29 (9.66%)
Music, Colour and Odour	10 (10%)	6 (6%)	8 (8%)	24 (8%)
Size	9 (9%)	16 (16%)	10 (10%)	35 (11.66%)
Staff	15 (15%)	13 (13%)	17 (17%)	45 (15%)
Technology	11 (11%)	8 (8%)	5 (5%)	24 (8%)
Merchandise	18 (18%)	24 (24%)	29 (29%)	71 (23.66%)
Total	100 (100%)	100 (100%)	100 (100%)	300 (100%)

Table 5 shows the store-switching behaviour of the respondents and the underlying reasons. It was found that most of the respondent (near about 23.66 percent) switched their store/ brand because of the merchandise i.e., the products if they are not satisfied with, the other reason with majority is discounts with near about 19.66 percent. And the rest being staff, size, displays and technology with 15 percent, 11.66 percent, 9.66 percent, and 8 percent respectively. It was found in the present study that sales promotions in the form of discounts and

offers stimulate the consumers to switch their buying behaviour in other stores. Similarly, Nagar (2009, p35) revealed in his work that the marketing efforts such as sales promotions, advertising as well as brand loyalty are some of those factors that influence and discourage the consumer switching behaviour. Research has also revealed that the companies nowadays are not only concentrating upon selling just their different kind of products but are also aiming to develop the ties of long-term relationships with their customers. In this contemporary world, the sellers also hold a belief that certifying loyalty and decreasing churn are those two options that not only help them to build up good relationship with their customers but also to cut down the switching behaviour of the customers (Marshall et al., 2011, p871).

Table 6: Table Showing Reasons given by the Respondents for Visiting the Shopping Malls on Weekdays in Tricity

Reasons given by the Respondents for Visiting the Shopping Malls on Weekdays	Elante	VR Punjab	NH 22	Total
Shopping	24 (24%)	25 (25%)	6(6%)	55 (18.33%)
Window Shopping	36 (36%)	29 (29%)	-	65 (21.66%)
Entertainment and Break	4 (4%)	9 (9%)	29 (29%)	42 (14%)
Eating Out	11 (11%)	14 (14%)	27 (27%)	52 (17.33%)
Spending Leisure Time with Loved Ones	9 (9%)	3 (3%)	21 (21%)	33 (11%)
Events and Promotions	16 (16%)	20 (20%)	17 (17%)	53 (17.66%)
Total	100(100%)	100(100%)	100(100%)	300(100%)

Table 6 shows the reasons given by the respondents for visiting the shopping malls on weekdays in Tricity. Majority of the respondents (21.66 percent) said they visit malls for window shopping. Near about 18.33 percent and 17.66 percent have found shopping, events, and promotions respectively to be the main factors that attracted them towards the malls. In the present study, majority of the respondents spoke about the activity of window shopping that they indulge in most of the times in the mall they visit. It was found that this browsing activity of the consumers in the mall not only gives them a hint about a store's merchandise but also help in developing an emotion in the form of leisure or external search behaviour, thereby developing an intent among them to buy the most excellent products in future. Similarly, Gilboa, S. and Vilnai-Yavetz, I. (2013) conceptualises the mall experience and found that emotion is the primary dimension for making consumption. The study has found different experiences of the respondents visiting malls. The first being the environment of the mall, the ambience, and the positive emotion that the mall provide to the consumer results in impulse buying. The second be the attractive museum i.e., malls provide its customers the facility to try on the products, to touch, feel and explore the corridors in search of products that attracts the consumer a lot. The next being the malls are social arena that provides social gathering and interactions, enjoying with the closed ones. The other factor is that malls act as a functional place which helps in planned purchases, where shopping is perceived as a task and performed in an efficient manner.

Table 7: Table Showing Reasons given by the Respondents for Visiting the Shopping Malls on Weekends in Tricity

Reasons given by the Respondents for Visiting the Shopping Malls on Weekends	Elante	VR Punjab	NH 22	Total
Shopping	25(25%)	31 (31%)	2 (2%)	58 (19.33%)
Window Shopping	13 (13%)	15 (15%)	-	28 (9.33%)
Entertainment and Break	21 (21%)	17 (17%)	35 (35%)	73 (24.33%)
Eating Out	19 (19%)	20 (20%)	31 (31%)	70 (23.33%)
Spending Leisure Time with Loved Ones	12 (12%)	14 (14%)	23 (23%)	49 (16.33%)
Events and Promotions	5 (5%)	3 (3%)	9 (9%)	17 (5.66%)
Total	100(100%)	100(100%)	100(100%)	300(100%)

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Table 7 shows the reasons given by the respondents for visiting the shopping malls on weekends in Tricity. Majority (48 percent) make visit for the entertainment and eating out and to take a break from their busy lives. Others i.e., near about 19.33 percent visit for shopping, 16.33 percent for spending leisure time with loved ones. In this way, it was found in the present study that people visit the malls especially on the weekends to eat at the food court and to hang out with their loved ones. This trend reflects that the malls are no longer a place for the consumers just to pick up the fashion or different products and the reasons for which they are visiting the mall are changing in the present time. Many respondents in the study talked about the atmosphere of the mall that they believe influence them to visit the mall on almost every weekend. Out of these informants, few of them also spoke about the indoor facilities, convenience available in the food court and other restaurants that attract them to dine out and have fun in the wonderful friendly environment. Similarly, Debek Michal (2015) found that the atmosphere of the mall is the most important driver to attract the consumers, convenience be the other. The study found that the attractiveness was assumed to be a latent variable loading appraisal and frequency of visit. The words like “worlds in themselves”, “circuses for the masses”, “indoor cities” are used to describe shopping malls, that shows that the malls are a big attraction to the masses. The factors like the atmosphere of the malls, the convenience that these malls provide, the tenant mix i.e., the marketing style and the design of the malls are the most significant to attract the consumers.

Table 8: Table Showing Reasons given by the Respondents for Visiting the Shopping Malls on Festivals in Tricity

Reasons given by the Respondents for Visiting the Shopping Malls on Festivals	Elante	VR Punjab	NH 22	Total
Shopping	12 (12%)	10 (10%)	4 (4%)	26 (8.66%)
Window Shopping	7 (7%)	8 (8%)	-	15 (5%)
Entertainment and Break	18 (18%)	15 (15%)	19 (19%)	52 (17.33%)
Eating Out	15 (15%)	12 (12%)	15 (15%)	42 (14%)
Spending Leisure Time with Loved Ones	12 (12%)	9 (9%)	20 (20%)	41 (13.66%)
Special Offers and Discounts	26 (26%)	29 (29%)	30 (30%)	85 (28.33%)
Events and Promotions	10 (10%)	17 (17%)	12 (12%)	39 (13%)
Total	100 (100%)	100 (100%)	100 (100%)	300 (100%)

Table 8 shows the reasons given by the respondents for visiting the shopping malls at the time of festivals in Tricity. On the festive season, majority of the respondents (28.33 percent) prefer malls for the sales and discounts it provide to the customers. Near about 17.33 percent prefer for entertainment and breaks from the work. Almost 27.66 percent prefer to eat and spend time with loved ones. It was found that female customers prefer to visit the malls more often during the festival season to avail the best possible discounts and offers as compared to male customers. Many males (fathers, husbands, and brothers) were found waiting or taking break either in the corridors or food court when their associates were busy in purchasing the products during the big sale in the mall. Different shopping values were found in the study that reflects the variations in the attitudes of men and women. Similarly, Jackson, Vanessa & Stoel, Leslie & Brantley, Aquia. (2011) in the study examines the role of gender and generation on attitude and shopping value of the consumers. The study reveals that members of different generations have different shopping values and that the male and females have different attitudes towards shopping malls. Differences by gender were not for attitude towards locational convenience or utilitarian shopping value but for hygiene factors and entertainment features, and in hedonic shopping value. The study also suggests the retailers and the mall owners to focus on attitudes of the consumers by focusing on key attributes of the mall, including safety, decor, convenience and cleanliness of the mall, and desirability of the entertainment features such as restaurants, movie theaters. Mall owners also need to consider the factors driving hedonic shopping value for men and women to target the consumers and the timing of their visit.

Table 9: Table Showing View of Respondents on their Purchasing Behaviour in Shopping Malls in Tricity

View of Respondents on Purchasing Behaviour in Shopping Malls	Elante	VR Punjab	NH 22	Total
Offers and Discounts Attracts Me	34 (34%)	39 (39%)	41 (41%)	114 (38%)
Advertisements and Signages inside the Malls Motive Me	27 (27%)	23 (23%)	20 (20%)	70 (23.33%)
I Plan Before Making any Purchase	18 (18%)	20 (20%)	11 (11%)	49 (16.33%)
Visibility of the Product Motivates Me	21 (21%)	18 (18%)	28 (28%)	67 (22.33%)
Total	100 (100%)	100 (100%)	100 (100%)	300 (100%)

Table 9 shows the view of respondents on their purchasing behaviour in shopping malls in Tricity. Majority of the respondents (38 percent) said offers and discounts attracts them the most to the malls, they get the same product and quality at a lesser rate than the usual. In the present study, it was found that respondents belonging to lower- and middle-class groups prefer offers and discounts while making purchase decisions in the shopping malls. Similarly, Kuruvilla, S. J. and Joshi, N. (2010) in the study focuses on the income, age, and profession of the consumers and linked into their purchasing behavior in the malls. It was mentioned in the study that the better qualified professionals or businessmen with larger families tend to make more purchases, all the age groups found the mall equally attractive. The income factor was also studied and found out the respondents with high income were less conscious about the price of the products than the other income (lower, middle) groups. The study also finds a link between the income of the consumers and the time they spent in the malls, the low and the middle income spent half of the time than the respondents of the high income. The high rupee volume respondents visit more and spend more time in the malls. They were constituted by more men, larger families, higher incomes, higher qualifications, more professionals, and businessmen.

Table 10: Table Showing Functions of Shopping Malls along with the Behaviour of Consumers in the Tricity

Functions of Shopping Malls along with the Behavior of Consumers in the Tricity	Elante	VR Punjab	NH 22	Total
It Provides Me the Chance to Meet my Friends in the Mall	31 (31%)	22 (22%)	42 (42%)	95 (31.66%)
It Helps me to Visit Different Stores and Provides Me a Way of Spending Free time	17 (17%)	27 (27%)	31 (31%)	75 (25%)
While Visiting the Store in the Shopping Mall, It Helps Me to Look at Prices, Combo Offers, Other Special Offers and Discounts or Reduced prices	22 (22%)	28 (28%)	9 (9%)	59 (19.66%)
The Products and Services Offered in the Shopping Mall Gratisfy my Various Needs	16 (16%)	14 (14%)	18 (18%)	48 (16%)
I Compare the Prices in Several Stores Before Purchasing a Product in the Mall	14 (14%)	9 (9%)	-	23 (7.66%)
Total	100 (100%)	100 (100%)	100 (100%)	300 (100%)

Table 10 shows the functions of shopping malls and consumer behaviour. It shows the reasons that attract the consumers in the shopping malls. Most of the respondents (31.66 percent) say that the malls provide them the chance to meet their friends and 25 percent of the respondents say that malls help them to visit different stores and provide them away of spending free time. Another 19.66 percent says that it helps them to look at prices, combo offers, other special offers and discounts or reduced prices while visiting different stores in the shopping mall. Whereas 16 percent respondents believe that the products and services available in the mall satisfy their needs followed by those who feel that shopping malls provide them the opportunity to compare the prices in different stores before making a final decision to purchase (7.66 percent). In the present study, it was found that shopping malls have become that melting pot that provides people an appropriate place to develop social ties with each other. Similarly, Sherman, E., Mathur, A., Smith, R. B. (1997) in their study revealed that the mall owners should focus on the entertainment factors for the consumers, as the focus now has shifted from the just merchandise of the products, sale, and purchase to the attractiveness factors. Now the consumers are not just attracted towards the clothes or the products but also to the entertainment that the malls provide. The study indicates that a consumer's emotional state may affect shopping behaviour of the consumer.

Table 11: Table Showing View of Female Customers on the “Foremost Purpose of Visit in the Shopping Mall” in Tricity

Opinion of Female Customers on the “Purpose of Visit in the Shopping Mall”	Elante	VR Punjab	NH 22	Total
To Purchase Food Items and Beverages	8 (8%)	13 (13%)	-	21 (7%)
Availability of Lifestyle Products	11 (11%)	7 (7%)	18 (18%)	36 (12%)
Availability of Consumable Goods	3 (3%)	5 (5%)	13 (13%)	21 (7%)
Availability of Durable Goods	6 (6%)	2 (2%)	-	8 (2.66%)
Window Shopping	24 (24%)	27 (27%)	-	51 (17%)
To Spend Quality Time with Family and Friends	14 (14%)	10 (10%)	23 (23%)	47 (15.66%)
To Spend Time at Food Courts and other Restaurants	15 (15%)	11 (11%)	-	26 (8.66%)
To Have Entertainment	6 (6%)	9 (9%)	26 (26%)	41 (13.66%)
To Avail Offers and Discounts	13 (13%)	16 (16%)	20 (20%)	49 (16.33%)
Total	100 (100%)	100 (100%)	100 (100%)	300 (100%)

Table 11 shows the view of female customers on the “Foremost Purpose of Visit in the Shopping Mall” in Tricity. The majority (17 percent) said that they visit malls to for window shopping. Near about 16.33 percent and 15.66 percent said they visit malls to avail offers or discounts and to spend quality time with family and friends respectively. Another 13.66 percent revealed seeking entertainment to be the main purpose of their visit whereas 12 percent declared availability of lifestyle products to be the main motive behind their visit. Around 8.66 percent female customers said that they have come to spend time at food courts and in other restaurants of the mall. Only 2.66 percent females were found having inclination towards the purchase of durable goods. In the study, if we consider the case of women shoppers, enjoyment is linked to shopping as a kind of leisure activity that provides them relaxation and freedom. The need of getting pleasure from shopping among the women comprises elements of browsing as well as investing time in contrast of accessible substitutes before making any decisions of purchase. Similarly, research shows that women are more probable to ‘shop around’ (Campbell, 1997). Dennis, Newman and Marsland (2005) have shown in their study that enjoyment of shopping is determined less by location for women as compared to men, and this could elucidate why women would like to visit a variety of location options accessible to them although shopping is considered as an experience of enjoyment by the women. Henceforth, a weaker relationship of enjoyment with repatronage may be described by the fact that women wish to visit a range of locations to reflect when choosing a destination for shopping.

Table 12: Table Showing View of Male Customers on the “Foremost Purpose of Visit in the Shopping Mall” in Tricity

Opinion of Male Customers on the “Purpose of Visit in the Shopping Mall”	Elante	VR Punjab	NH 22	Total
To Purchase Food Items and Beverages	6(6%)	9(9%)	-	15 (5%)
Availability of Lifestyle Products	9(9%)	5(5%)	7(7%)	21 (7%)
Availability of Consumable Goods	12(12%)	7(7%)	4(4%)	23 (7.66%)
Availability of Durable Goods	32(32%)	25(25%)	-	57 (19%)
Window Shopping	4(4%)	7(7%)	-	11 (3.66%)
To Spend Quality Time with Family and Friends	16(16%)	20(20%)	28(28%)	64 (21.33%)
To Spend Time at Food Courts and other Restaurants	10 (10%)	16(16%)	29(29%)	55 (18.33%)
To Have Entertainment	5(5%)	7(7%)	19(19%)	31 (10.33%)
To Avail Offers and Discounts	6(6%)	4(4%)	13(13%)	23 (7.66%)

Total	100 (100%)	100 (100%)	100 (100%)	300 (100%)
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Table 12 shows the view of male customers on the “Foremost Purpose of Visit in the Shopping Mall” in Tricity. Many of the male respondents (21.33 percent) said they visit mallsto spend quality time with their family and friends. Another 19 percent visit for the availability of the durable goods. Near about 18.33 percent make visit to spend time at food courts and in other restaurants. Another 10.33 percent revealed seeking entertainment to be the main purpose of their visit. The percentage of male consumers who declared availability of consumable goods and discounts or offers to be the main motive behind their visit in the shopping mall was found to be same, that is, 7.66 percent. Only 5 percent males admitted that they visit the malls particularly to buy the food products and beverages. It was found in the study that men prefer amusement in the shopping malls. Secondly, those who prefer shopping more than leisure were found to be more incisive in their decisions of purchase. Similarly, Dennis, Newman and Marsland (2005) in their work revealed that men are more far-sighted and perceptive particularly when their enjoyment of a shopping involvement may be motivated by their craving to accomplish something out of their shopping experience prospects. Possibly shopping is taken as a purposeful activity in case of men, and in fact, enjoyment of shopping for men is essentially determined by their experience of shopping, thereby permitting them to be incisive and firm, and to help them to finish their shopping swiftly and proficiently.

Table 13: Table Showing Mode of Payment Used by the Respondents in Shopping Malls in Tricity

Mode of Payment Used in Shopping Malls	Elante	VR Punjab	NH 22	Total
Pay Cash for Purchases Made in the Shopping Mall	58(58%)	69(69%)	53 (53%)	180 (60%)
Use Debit Card or Credit Card for Mode of Payment in Shopping Malls	42(42%)	31(31%)	47 (47%)	120 (40%)
Total	100 (100%)	100 (100%)	100 (100%)	300 (100%)

Table 13 shows the mode of payment used by the respondents in shopping malls in Tricity. Majority (60 percent) of the respondents prefer cash payment and around 40 percent pay using debit card or credit card as a mode of payment in shopping malls. It can be understood that respondents have a mixed preference of using cash or cards, the safety issues are with both the monetary, using the card or cash but still most of the people prefer using card, as if they are been theft or lost or any fraud, through card, it could be reversed but not with the cash.

IV. Conclusion

In the contemporary world where the shopping malls have been emerged as the most significant place for the consumers to shop, recreate and socialize, these malls have contributed to the economic and social growth of the Tricity. The consumer behaviour have been continuously changing in the Tricity due to high-income opportunities, changing attitude towards products and brands, as well as international exposure. Moreover, the necessities of lifestyle are also becoming the key drivers. In fact, it is the concept of one stop shopping destination that these malls have brought along with a world of entertainment and infinite facilities for the consumers in the Tricity. The choices that the consumers make while making consumption makes them feel good, not only physically, but also emotionally. The consumers are facing “consumer vertigo” that is, since last couple of years, there has been an explosion of choices in the products which make the consumer anxious about the choice. The consumer sometimes also fears about making a wrong purchase decision that often results in not making any purchase. However, trend has resulted in consumer’s making purposeful purchases. All these shifts announce a new era in this present state, which is also known as the era of ‘mindful consumption’ that somewhere belongs to ‘new consumer’.

It is generally observed that the patterns of buying behaviour are not synonymous with the buying habits. Nevertheless, patterns show a predictable mental design, while habits are developed as propensity towards an action and they become spontaneous over time. In fact, every buyer in the marketplace has matchless purchasing habits, whilst the patterns of buying behaviour are mutual and they present sellers a distinctive characterization.

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