**A STUDY ON “INFLUENCE OF MALLS: CHANGING CONSUMER SHOPPING HABITS IN KOZHIKODE”**

**PROJECT REPORT**

Submitted in partial fulfillment of the requirements for the Award of the Degree of

**BACHELOR OF ARTS ECONOMICS**

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**CERTIFICATE**

This is to certify that this project report entitled **A STUDY ON “INFLUENCE OF MALLS: CHANGING CONSUMER SHOPPING HABITS IN KOZHIKODE”** is a record of genuine work done by **AMITH MOHAN, ANAGHA UT, MEGHA P and SACHIN M** during the period of their study at Holy Cross Institute of Management and Technology, Calicut, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Economics of the University of Calicut 2021.

This report has not previously formed the basis for the award of any Degree, or other similar title by the candidates.

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**DECLARATION**

We, AMITH MOHAN, ANAGHA UT, MEGHA P and SACHIN M, the students of Sixth Semester B.A Economics, of Holy Cross Institute of Management and Technology, Calicut, hereby declare that this project report entitled **A STUDY ON “INFLUENCE OF MALLS: CHANGING CONSUMER SHOPPING HABITS IN KOZHIKODE”** is an authentic and original work done during December 10th to January 24th under the supervision and guidance of Dr. A.P.Sachin Pavithran (Assistant Professor, Dept. of Business Economics, Holy Cross Institute of Management and Technology) in partial fulfillments for the award of Degree of Bachelor of Economics of the University of Calicut.

We also declare that this report has not been submitted by me fully or partially for the award of any other Degree or Diploma or any other recognition earlier.

**AMITH MOHAN**

**ANAGHA UT**

**MEGHA P**

**SACHIN M**

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**AMITH MOHAN**

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**CHAPTER 1**

**INTRODUCTION**

**1.1 INTRODUCTION**

In India, shopping malls have the greatest opportunity for the development of the business. Shopping malls contain various kinds of stores that have multiple collections of products and services for the consumers. Most of the shopping malls in India are provided with all required products for the customer based on their expectation like price, availability of the products, quality of the product, availability of brands, packaging of the product, appearance of the shops etc. Since the physical visibility of the products has to be good and the customer has to feel the product which creates the key for the purchase of the product. Ambience of the malls has to be like, Air condition facility, Window facility, place for the entertainment, food court, theaters, game facilities etc. which makes the customer feel that they have to visit the shopping malls again.

Kozhikode District is a district of Kerala state, situated on the south-west coast of India. The city Kozhikode, formerly known as Calicut, is the district headquarters. The district is 38.25% urbanized. Kozhikode district is bordered by district of Kannur in the north, Wayanad in the east, and Malappuram in the south. The Arabian Sea lies in the west. According to the 2011 census Kozhikode district has a population of 3,089,543, roughly equal to the nation of Mongolia or the US state of Lowa. This gives it a ranking of 115th in India. The district has a population density of 1,318 inhabitants per square kilometer. Its population growth rate over the decade 2001-2011 was 7.31%. Kozhikode has a sex ratio of 1097 females for every 1000 males, and literacy rate of 95.24%. The retail sector of Kozhikode is gradually marching its way towards becoming the next boom industry. The whole concept of shopping has altered in terms of format and consumer buying behavior, ushering a revolution of shopping malls, retail chains and multi- brand outlets is an evidence of consumer behavior being favorable to the growing organized segment of the business. Modern retail has entered Kozhikode as seen by sprawling shopping centers, multi- stored malls and huge complexes offer, shopping, entertainment and food courts. Due to these factors, the meaning of shopping has changed. It is not just a mere necessity, as it was earlier, but much more than that. The factors that affect store choice draw customers to the shopping center include space, ambience and convenience and moreover an array of choice under the same roof. Space, ambience and convenience are beginning to play an important role in drawing customers. Malls, which are new to the city, are anchored by large outlets of Reliance Group, Spencer’s, Big Bazaar; they also accommodate Indian and International brands, and are also seen as image benchmarks for communities. Thus, the present study aims at analyzing the changes in shopping behavior of consumers in Kozhikode with the emergence of malls in the town. For the completion of the study, the data was collected from the consumers. This study tries to understand the factors that influence consumers in choosing between malls and other retail outlets. Organized retail chains are mushrooming all over Kozhikode. The first sign of their interest were super markets such as super shops, white goods retail chains and gold souks. Then came the malls. Nearly six malls are said to be built in the city in five years. The unsurprisingly, leading jewelries are present in most malls. However they do business as standalone stores. The competition is also driving innovations. The organized retailing in Kozhikode is going through a transformation and this upcoming potential segment is witnessing significant changes in its growth and investment pattern. Both the unorganized as well as the existing organized domestic players are experimenting with new retail formats. These upcoming formats are giving consumers a lot to spend on. A strong trend in favor of organized retail format is being witnessed in Kozhikode. The Kozhikode retail sector is undergoing a transition phase. More and more players are venturing into the retail business in Kerala to introduce new attractive retail formats like malls, supermarkets, discount stores, departmental stores and even changing the traditional look of the book stores, chemist shops and furnishing stores. Also, due to limited success of these outlets, it is necessary for retailers to be aware of shopper’s motivations and to understand ways of attracting the consumers. Till date, very limited research on the shopping habits of consumers in Kozhikode has been done. In these circumstances, in which these new retail formats are sprouting at a rapid pace in Kozhikode, there remains a need among Kozhikode businesses to understand the pulse and pace of the city. There remains a need among Kozhikode businesses to understand the changing behavior of consumers towards shopping in these organized retail outlets or malls.

Also, due to the limited success of these outlets, it is necessary for retailers to be aware of shopper’s motivations and to understand ways of attracting the consumers. Till date, there has been very limited research on the shopping habits of consumers in Kozhikode. Through this project “Influence of Malls – Changing Consumer Shopping Habits in Kozhikode” this study attempts to fulfill these gaps thereby investigating the shopping behavior of the Kozhikode consumers, particularly with the new retail formats emerging.

This study would concentrate on the consumer response towards the large retail outlets, behavior of the consumer exhibits while visiting or making purchases in the newly opened malls. It would explore the purpose and motive behind the Kerala consumer’s visit to these newly established shopping malls, the values they derive from the shopping trip and their shopping behavior in terms of impulse purchases, time and money spent at the shopping mall, etc.

**1.2 OBJECTIVES**

There have been many motivations for me to pursue this topic for our project. Firstly, there have been massive changes in the demographic factors of the Kozhikode consumer. Some of the factors include income and consumption growth (foreign remittance), high literacy levels, changes in family structure and women's role in the family, growing role of children as influencers, gradual acceptance of frozen goods as a viable alternative to fresh produce and the growing influence of media. These factors have been a driving force of organized retailing in Kozhikode which has further driven the growth of the real estate industry with more and more demand for retail space within malls. The second motivation behind our choice of topic was that we are Keralites who wonder regarding the twists and turns happening in our home state, social wise and economy wise. Being economic students, we believe knowing the consumer behavior of people from our land will be the first step we could take in our career. Therefore, this research would be helpful for us as it would give us a clear idea about the consumers in malls:

1. To assess the purchasing behavior of those who visit shopping malls.

2. Analyze the customers’ attitude towards shopping malls.

3. Analyze the overall level of satisfaction among customers.

**1.3 SIGNIFICANCE**

The measurement of consumer attitude, behavior and customer satisfaction is a rapidly growing area of marketing research. Companies have to come to realize that it may be much more expensive to attract new customers than to retain existing customers. Furthermore some customers such as those who are heavy users of the product or service, merit relatively heavier efforts to ensure a high level of satisfaction. Customer satisfaction and consumer behavior studies have become integral part of the retention and loyalty programs of many firms. This study was planned to study the changing consumer shopping habits in the district of Kozhikode. The consumption pattern of consumers, interaction with consumers to know about their shopping experiences, attitude, preference, selection and purchase of different consumables, user satisfaction, etc. came under the scope of the study.

**1.4 METHODOLOGY**

This study uses both primary and secondary data. The primary data was collected by using a questionnaire. For this purpose sample survey method was adopted. The secondary data was collected from various websites, news papers and published journals.

**1.5 LIMITATIONS**

The study is only based on Kozhikode district, it neglects other districts of the state.

Only limited numbers of samples were collected, because of the COVID-19 pandemic.

Survey from retailers could not be collected due to the pandemic.

Short time criteria have been one of the other limitations of the study.

**1.6 CHAPTERISATION**

The study has been presented in five chapters.

First chapter deals with the Introduction, Objectives, Significance, Methodology, Limitations and Chapterisation.

Second chapter describes comprehensively a review of available evidence from research work done in the past related to this study.

Third chapter deals with the area profile of the study area. It includes a detailed explanation of malls of the country India, Kerala state, Kozhikode district.

Fourth chapter includes data presentation and analysis. It contains graphs, texts and percentages for these purposes.

Fifth chapter is the concluding chapter which contains findings, suggestions and conclusions.

**CHAPTER 2**

**LITERATURE REVIEW**

**REVIEW OF LITERATURE**

In this chapter an attempt has been made to examine various studies relating to Changing Consumer Shopping Habits.

Of many of the studies done in an attempt to identify motives of shopping, the one by **Tauber** (1972) is a prime one. He identifies eleven motives of shopping in a market based economy apart from the acquisition of products and services and classify them as role playing and social experience outside home.

Shopping is also considered by **Oakley** (1974), to have the most positive attribute of being a leisure activity along with work, he also believes shopping to be a leisure pursuit and with the rapid development of shopping centers, both retailers and developers are buying to make it more of a pleasure activity.

**Lunt & Livingstone** (1992) describe shopping as a spectacle, in which the person who is shopping is both a specter and performer. Many studies that have followed Tauber’s (1972) study have made an attempt to generate some evidence from reality to confirm these motives. A lot of consumer behavior research has investigated and found insights into the personal and situational experiences of shopping and its emotional and behavioral effects.

Another research on the key determinants and motivations of shopping behavior by **Dholakia** (1999) has explored and empirically tested 3 reasons behind giving in for shopping as:

* Interactions with family
* Utilitarian
* Shopping as pleasure

According to **Nicholls et.al** (2002), a shopping mall is a place where a wide mix of retail outlets are situated under one roof and is usually anchored by one or more departmental stores, which also helps to attract consumer’s traffic to that place. In the views of **Sinha & Banerjee** (2004), store choice behavior of a consumer is considered a cognitive procedure. It is believed to be a process of information processing, as the brand choice or any purchase decision is considered.

According to **Dixon** (2005), for the development of cities and towns, the retail industry these days is not just about selling products in the shop, with a lot of development taking place in the retail industry. The retailer also needs to survey the consumers in the markets to identify and understand their needs, in order to provide them with more choice and better experience at competitive prices.

**Reynolds et.al** (2007) defined a retail format as a physical representation in the form of a firm's activities, which relates to the business model developed by the retailers and their business strategy. It is a kind of a retail mix followed by a group of retailers, which they can present to the customers and an interaction with the shoppers can be made.

**Manoj Trivedi** (2008) in his paper holds the view regarding the fast approaching retail boom scenario that it is likely to happen sooner than later. The author discussed the impact of the same on the Indian Traditional retail outlets with its likely positive and negative impact. The author concludes that where the organized sector poses a cutthroat competition for the kiranas the fact still remains that India being a country with diversified social classes there is a scope for both to survive. The emergence of a developed retail sector will pose a competition rather than a threat to the traditional stores which would help these stores change their outlook and ways of working.

According to **Srinivasan R** (2009), The Restaurant Industry is second only to Food and Grocery in terms of discretionary spending. A closer study of the retail growth story at constant prices shows that in both these categories, growth of organized retail was higher in 2006(41.7% and 26.1% respectively) as compared to 2007 (37% and 25%). 80% of their respondents prefer to eat at Food Court during their shopping in a mall.

**Swaroop Chandra Sahoo and Prakash Chandra Dash** (2010) identified six decision making styles in the Indian environment. These decision making styles are price consciousness, quality consciousness, recreational facilities, confused by over choice, novelty consciousness and variety consciousness.

**Banerjee Mohua and Dasgupta Rajih** (2010) discovered that the mall culture has gained acceptance and consumers are frequently visiting the malls like the Gariahat mall, INOX etc. Thus it can be opined from their research study that the "mall culture" has brought about dramatic changes in the lifestyle of Kolkata consumers. Nowadays people are changing their consumption habits and leisure activities to lay the foundation for the organized retail industry.

**Pillai et.al** (2011) in his study observed that within the visual merchandising, orderly arrangement of products, graphics and signage and illumination, etc. vital role in motivating customers to purchase products from any store.

According to **Pramod Dayarambai Thapliyil** (2012), a research was being done for the purpose of analyzing the consumers profile visiting malls. The research found that most of the people feel more comfortable with their family. The number of people coming to the mall with their family was maximum.

**Smitha’s** (2012) study entitled factors influencing the buying behavior of organized retail customers concluded that there are equal spaces for both organized and unorganized retailers in an emerging city like Visakhapatnam. Although the customers would utilize the services of an unorganized retailer in their neighborhood for fulfilling their basic needs, they are also aware and conscious of the benefits and advantages associated with an organized retailing.

**Amos et.al** (2014) paid attention towards situational factors and its impact on shopping mall behavior. Situational factors may be sensory cues in a retail environment, an individual's current mood state, or the presence of others during a shopping situation. Situational variables are usually not under the direct control of the consumer but have a direct impact on the likelihood of buying behavior. Common situational factors examined in the impulse buying literature are affective states (mood), marketing stimuli (external cues), retail environment (store layout), hedonic versus utilitarian purchase motives, time or financial constraints, and social factors.

**CHAPTER 3**

**OVERVIEW**

**3.1 SHOPPING MALL**

A shopping mall, shopping Centre, shopping arcade, shopping precinct, or simply mall is one or more buildings forming a complex of shops representing merchandisers, with inter-connecting walkways enabling visitors to walk from unit to unit. Other establishments including movie theatres and restaurants are also often included. As traders moved into more spacious shops in the early 19th century high streets developed, but wealthier people (who could afford to travel to city centers for pleasure) started wanting shelter from rain, so shopping arcades were developed. With new innovations like escalators and with the rise of the automobile these evolved into shopping malls. From early on, the design tended to the inward- facing, with malls following theories of how customers could best be enticed in a controlled environment. Similarly, the concept of a mall having one or more “anchor stores” or “big box stores” was pioneered early, with individual stores or smaller-scale chains intended to benefit from the shoppers attracted by the big stores. The largest mall in the world is the New South China Mall in Dongguan, China with a gross floor area of 892,000 m² (9,600,000 sq. ft.). The world’s second-largest shopping mall is the Golden Resources Mall in Beijing, China with a gross floor area of 680,000 m² (7,300,000 sq. ft.). The Philippines is the world’s third-largest at 542,980 m² (5,844,600 sq. ft.) of gross floor area. The fourth largest shopping mall in the world is SM city North EDSA in Quezon City, Philippines with a gross floor area of 504,900 m² (5,435,000 sq. ft.) and the fifth largest shopping mall is 1 Utama in Malaysia at 465,000 m² (5,010,000 sq. ft.) of gross floor area. Previously, the title of the largest enclosed shopping mall was with the west Edmonton Mall in Edmonton, Alberta, Canada from 1986-2004. It is now the fifth largest mall.

**3.2 IMPORTANCE OF MALLS**

From the early 1980’s a new social phenomenon came to the forefront world wide – the shopping mall. Although the concept of malls was to induce consumerism, inventors of this new concept could never in their wildest dreams visualize the social revolution. It would enhance the benefit that the days of dull consumer unfriendly buildings where you had to stop, were also counted. The focus of the mall was on what is worn, eaten, drunk, read, displayed and enjoyed. It now has dual functionality – not only to sell and make money, but also to cater for consumers‟ immediate pleasure and enjoyment. Enter the social phenomenon of malls. But the inventors of malls took it one step further – they promised parents a safe haven for their children with guarantees of a gun, drug, and crime free environment where especially teenagers can come and be teenagers again – enjoy a milkshake or soda, a good movie or just socialize with their peers. Enter the mall rat – new social species. Parents were more relaxed when they knew their children were at the mall. With a few bucks shoved in their hands teenagers could set off for socializing with their friends in a superficial environment. It tends to imprison those who frequent it, in a shallow and materialistic present day. And the pleasure which it is supposed to provide is just as imaginary and temporary.

**3.3 HISTORY OF MALLS**

The concept of shopping malls first appeared in the 1950s. The credit towards the invention of the modern mall goes to Australian born architect and American immigrant victor green. The first generation of malls was set up in NorthGate Mall US in 1950. Northland shopping Centre was constructed by Victor Green in the US in 1950. Gulf Gate Mall in Houston was an open air shopping Centre for customers. Later as time passed the malls were then shifted from the crowded commercial areas to the residential suburbs. These malls were accessible only through automobiles and therefore gradually became a famous destination for retailers across the world.

**3.4 CONCEPT OF MALLS**

The concept of retail as entertainment – came to India with the advent of malls. Mall fever has touched every facet of Indian society. Whatever is the income stratum of consumers, malls make no distinction in proffering most-revered national and global brands. Shopping Mall refers to a set of homogeneous and heterogeneous shops adjoining a pedestrian, or an exclusive pedestrian street, that make it easy going for shopper to walk from store to store without interference from vehicular traffic. Malls are incorporated with a whole bank of lifts and escalators for smooth transit of shoppers. Malls are located in proximity to urban outskirts, and ranges from 60,000 sq. ft. to 70,000 sq. ft. and above. The future of organized retailing is largely in the hands of mall where the shoppers get quality, quantity, aspirational appeal, reaction facilities and ambience under one roof, the flashy malls promises just about everything under the sun, from foreign gizmos to the very ‘desi’, virtually an airbus full of national and international brands, to say the least. Malls offer a plethora of attractions- high profile shopping, impulse eating establishment, a glitzy and glamorous environment…to discerning shoppers of more refined tastes, which are more concerned with quality and fashion and less concerned with budgets. Mall reveals six factors namely comfort diversity, luxury, mall essence, entertainment, and convenience which are a source of cynosure. In India, malls have transformed shopping from a need driven activity to a leisure time entertainment. The quality mall space which was just one million square feet in 2002 has accomplished new milestones of 40 million square feet and 60 million square feet in 2007 and 2008 respectively. There is paradigm shift in the malls scenario, from just 3 malls in the year 2000; the country witnessed 220 malls in the year 2006. Exhibiting signs of further enlargement, India is likely to have more than 600 in 2010 and 715 malls in 2015, with an estimated cumulative retail space of 100 million sq. 313. Shopping malls in India are reckoned to be worth Rs.38, 447 cores by the year ending 2010. Real estate corporations like DLF and UNITECH are coming forth with the plans catering the ever-escalating demand of shopping malls. In the next four to five years Rs. 65,000 is budgeted to be invested in retail real estate development. In the most traditional Indian malls, around 30 % of space is allocated to apparel retailers while 12-20% space is dedicated to Food and Beverages. Indian malls vary between 35,000 sq. to 10, 00,000 sq. While U.S version is between 4, 00,000 sq to one million sq. The largest mall in Indian metropolitan cities enjoys 25,000 footfalls per day which hikes to an average of 40,000 on weekends. Due to radical revival of shopping and consumerism, shopping malls have hit India in all earnest, even-though the malls are mushrooming from metros and mini metros. Creating artificial product scarcity, cheap imitation and taking customers for granted are talks of yesteryears, thanks to the mall culture. Further, shopping malls are the paradise where various shopping motives, peer group association, impulse shopping, hedonic, status consciousness, market mavens, economic motive, utilitarian motive etc. can be fulfilled in one short.

**3.5 EFFECT OF MALL CULTURE IN INDIA**

The mall boom in India began with cross roads which were constructed in 1991 and were owned by Nichols Piramal Pharmaceuticals. It is located near Haji Ali, Mumbai and is spread across 1, 50,000 square feet. The mall was a culmination of two offices which were:

A. The office of Nicholas Piramal

B. The office of a famous MNC pharmaceutical brand

The initial mall in India was a huge failure.

* In the West, malls are located on the outskirts of cities so as to offer Entertainment with shopping.
* Malls in India are located in the heart of the cities, making parking a nightmare for shoppers.
* The malls in India are box-like structures which are not massive in size.

**3.6 REASONS FOR GROWTH OF MALLS IN INDIA**

* Fast growing middle class with higher discretionary income.
* Emergence of youth as an independent shopper with a lot of disposable income
* Eagerness of Indian shoppers for a new shopping experience
* Ability of mall developers to make shopping an enjoyable experience
* The presence of factors like cost effectiveness, convenience, wide variety of products with the fun element, entertainment and good time pass plus shopping on weekends
* Influence of media and marketing communication resulting in changing aspirations, lifestyle orientation & change in consumer perception about shopping.

**3.7 MALL CULTURE IN INDIA**

Culture should 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. The mall culture in the society is created due to shopping, roaming, enjoying movies and entertainment and also making a routine to visit a mall. In India all this has happened rapidly but still a huge potential market remains untapped. The malls have developed in India due to many reasons. Some are listed below:

Population Density: Market is the sum total of existing and potential customers. Prominent cities of India cover a huge part of the population. A huge percentage of the population lives in these areas this gives developers a very big Market to serve.

High Income: These cities are known as industrial hubs. Here the income level of people is higher than the level in rural and some urban areas. People have more money to spend on a good shopping experience. They can think more than Bread & Butter and also are ready to spend for entertainment.

Different buying habits: In metro cities shoppers are broader conscious. All international brands of reputed companies are made available by malls. Change in culture again developed a situation where both husband and wife are working and they want all required materials under one roof. This led to the development of more and more malls.

**3.8 MAJOR INDIAN MALLS**

Phoenix Market City is the largest shopping mall in India, situated in Kurla Mumbai. It is developed by The Phoenix Mills CO. Ltd. spread across 4.1 million square feet; the mall includes 2.1 million square feet of retail space.

LuLu International Shopping Mall is a shopping mall located in Edappally Kochi, Kerala. It is one of the largest shopping malls in India in terms of total area. With an average daily footfall of more than 80,000, it is one of the most visited places in Kerala. Spanning 17 acres (6.9 ha), the mall has a total retail space of 6.2 lakh square feet. A hotel and convention center totaling 0.35 million square feet is also built along with the project. The mall was opened in March 2013.

Phoenix Market City is a shopping mall developed by Phoenix Mills Limited, located in Pune, Maharashtra. It was opened in January 2011 and is one of the largest malls in India, with a retail area of 1.19 million square feet. It is located in the Vimannagar area of Pune.

Mantri Square is a shopping mall situated in the Malleswaram locality in Bangalore, Karnataka, India. Mantri Square is one of the biggest malls in the country, with a retail area of 1 million square feet. It also has metro rail-connectivity with Sampige Road metro station.

The Great India Place is a shopping mall in Noida, Uttar Pradesh, India. It is popularly known as GIP Mall. It is one of the largest malls in the country with a retail area of 1 million square feet. The mall features a wide selection of national and international retail outlets. This grand shopping mall also shares its boundary with Worlds of Wonder, a major Amusement Park in the city. The Great India Place, Gardens Galleria Mall, Worlds of Wonder (WOW), Kidzania and Decathlon are all part of the larger Entertainment City Limited development on 150 acre land in the most expensive commercial hub of Noida in Delhi NCR.

**3.9 MALLS IN KERALA**

The shopping malls of Kerala are gradually marching its way towards becoming the next boom industry. The whole concept of shopping has altered in terms of format and consumer buying behavior, ushering a revolution of shopping. The growth of integrated shopping malls, retail chains and multi-brand outlets is evidence of consumer behavior being favorable to the growing organized segment of business. Modern retail industry in Kerala as seen in sprawling shopping centers, multi-stored malls and huge complexes offers shopping, entertainment and food courts. The Kerala real estate market remains buoyant despite many setbacks and slowdowns it has faced in the last two years. Some cities have witnessed significant real estate activity, especially Trivandrum, due to the influx of information technology industry and software professionals. They bring with themselves higher aspiration in terms of quality of life and higher disposable incomes which accelerates real estate growth. Cities like Kochi on the other hand are in the recovery mode after quite a large drop in prices over the last year. It is expected that prices will start accelerating in Kochi and Kerala as a whole towards 2014, once the recessionary trends reduce post elections in the United States and economic development kicks into the Euro zone. Lulu International shopping mall is the largest shopping mall in the city of Kochi, Kerala.

**3.10 MALLS IN KOZHIKODE**

The city has grown big enough to be home for profitable shopping malls, Jonathan Yach, a mall- management specialist as chief executive officer of Prop care mall management, South Africa, has said. Going by his experience in managing malls in Bangalore and many other cities in India and abroad, Mr. Yach said “shopping malls would give an impetus to development of retail sector in Kozhikode city, too.” This city has been under-retailed for a long time. Malls will generate substantial revenue to state exchequer, and create opportunities for direct and indirect employment, and bring within reach of local people big brand names, “he said, in reply to questions about the viability of opening more shopping malls in city fertile ground. P.Sulaiman, chairman and managing director of Hilite group, which entrusted Jonathan Yach with a job of managing its 1.4 million sq. Mall built as part of the Hilite city project, said market studies had confirmed that Kozhikode city with its long commercial culture and foreign trade connections was a fertile ground for shopping malls. Jonathan Yach was confident the shopping mall that would be the part of the Hilite city would be one of the biggest in the country. The commercial segment is witnessing a remarkable boom in Kozhikode with domestic and International players vying for space in the city once known for its thriving trade and commerce. The surge can be seen not just among well-known brands in the textile and jewelry industry among local business groups vying for their share of the pie in the urban market. The opening of a multi-national restaurant chain, KFC, at Mavoor Junction a couple of months ago is a pointer to the flourishing business ventures in Kozhikode. Property developers say that malls are silently revolutionizing the shopping concepts. Already, famed International brands have launched their retail outlets in various malls. They say that the malls have been designed for shopping and recreation for the family. R.A Dileep Kumar, manager of R.P Mall on Mavoor road, says “The city is shrinking and parking has become a problem. People have become more brand-conscious. Branded items are usually available in state-of-the-art malls”. The launch of Focus Mall, opposite the Mofussil bus station, a few years ago had a good response from the public. The newly opened R.P Mall boasts world-class facilities. One of its features is the multiplex with six screens. Another is the food court having a multiple city of cuisines from continental to Arabian dishes. The multiplex have been conceived focusing on the high income groups specialties include food courts and a play area for children with in the cinema halls.” The multiplex will give shoppers a combination of an outing for film, shopping and eating under an umbrella”. Mr. Dileep Kumar says certainly, the influence of non resident Indians (NRI) and changing lifestyles have contributed to the booming mall culture. Big Bazaar on Mavoor road and Space mall on Jaffer Khan Colony road attract shoppers buying household items, textiles, and electronic goods. The popularity of the malls has prompted others to announce plans to launch their own shops. The Joy Alukkas jewelry group has decided to establish eight malls at a cost of Rs. 1,000 Cr. Named “Mall of Joy '' each of them will feature two anchor stores selling jewelry, silks, fashion and clothing accessories, and cosmetics. The first in the chain of “Mall of Joy'' will come up near the private bus stand on Mavoor Road in Kozhikode in March, Joy Alukkas, chairman of the group, says. HiLite Mall, the biggest mall in Kozhikode, is built by the renowned HiLite Group amidst the lush greenery of Thondayad bypass, in a posh integrated township, HiLite City. The first retail project of Gokulam Group, Gokulam Mall is located on the major high street in Kozhikode, Mavoor road or M.G road. Kozhikode has emerged as one of the most dynamic and fast paced industries with several players like:

* HiLite Mall
* Focus Mall
* Emerald Mall
* RP Mall
* Gokulam Mall
* Address Mall
* Space Mall
* Surabhi Mall
* Lan Ship Mall

**HiLite Mall**, the biggest mall in Kozhikode, is built by the renowned HiLite Group amidst the lush greenery of Thondayad bypass, in a posh integrated township, HiLite City. Built over an area of 1,400,000 square feet, this mall has 32 escalators, 18 elevators and four travelators. It encompasses fashion chains including Lifestyle, Shoppers Stop, Pantaloons, Home Center, Nautica, Tommy Hilfiger, CK, Levis, Arrow, US Polo, UCB, Zodiac, etc.

**Focus mall** is the first mall in the district, spread over 2.5 lakh square feet. Built by the HiLite Group, Focus Mall is on the heart of the city. Interestingly, it is the only building in the state which has a vehicle parking facility for more than 300 numbers. As good as 600 vehicles are parked here in a day, with a footfall of approximately 10,000! It houses brands like UCB, Zodiac, Amoeba, Reliance, Bossini, Louis Philippe, Wrangler, Titan, Jockey, etc.

**Emerald Mall** a project by Pride Group, Dubai, in Kozhikode is one of the biggest malls in the city, with a seven floored plan. This massive mall is famous for Big Bazaar along with other stores like Pantaloons, Cyber World, Vaibhav, Spear, Lawrence and Mayo and more. The fifth floor of Emerald Mall has a large prayer hall. With all this and much more, Emerald Mall is often sought after by the people of Kozhikode, its surrounding towns and nationwide tourists.

**RP Mall** in Kozhikode has the city’s first multiplex named PVS Film City. RP Mall is spread over two floors in the mall and encompasses six screens - 5 public screens with two 3D displays and an exclusive spa theater for a private viewing. This mall houses showrooms including those of Wrangler, Connect Smart Store, 3G Mobile World, Adidas, Lee, Puma, etc. Its food court has outlets like McDonald’s, Noodle King, Chick Burg, Salt N Pepper, and more.

**Gokulam Mall,** the first retail project of Gokulam Group, is located on the only major high street in Kozhikode, Mavoor road or M.G road. The plan for this mall is done strategically to include a three-screen multiplex named Cinepolis, a family entertainment center named Fun City and a 14 kitchen food court beside the shopping options inclusive of a 2 level department store, a hypermarket, 4 Mini Anchors, 4 QSRs and cafés beside the regular stores. Some of the frequently visited stores are Marks and Spencer, Shoppers Stop and Westside.

**Address Mall** is a noteworthy mall in Kozhikode. With its tagline, ‘The best shopping address in Kozhikode’, this mall personifies a shopping address. Located on the culturally famed street, SM Street, Address Mall was built to acquaint Keralites with the concept of mall culture. It houses high-end local brands like Address Fashion Club, Jute, Emption, Kazaami, Kalista, West Life, Naughty Kids, and many more. Its food court has multiple cuisines and even local specialities.

**Space Mall** covers an area of 1,30,000 sq. Space Builders built ft., Space Mall on the famous Mavoor Road. It houses brands like Wama, Derby, Reebok, Stoddard’s, JCPenney, etc. and has an extensive food court. Space mall is an ideal destination for shopaholics, food lovers and those seeking leisure hang out options in the city. A beloved one, this mall receives a heavy footfall each day.

**Surabhi Mall**, a multi-utility center, is a boon for the people of Kozhikode. The highlight of this mall is the famous Surabhi Cinemas. Some of the frequently visited stores here are Surabhi Silks, Reliance Trends, Kingsmart and more. Amongst the well-known food outlet is Tasty M, a multi-cuisine restaurant. Surabhi Mall is also inclusive of an optician named Clear and Care Opticians.

**Lan Ship Mall,** one of its kind, is a mall in Kozhikode that is in the shape of a ship. It's not only the shape that makes it unique but also the interiors which are constructed to give the feel of a cruise ship. The mall houses several stores of international, national and local brands. It has an enormous food court and an entertainment zone as well.

Apart from the malls mentioned above, Kozhikode is expected to get an exclusive Mall called Mahila Mall. This initiative is taken by a group of women to provide luxury shopping for women only. With the advent of mall culture, Kozhikode has more to offer to its tourists than it ever had. Tourists can now spend leisure time with nature as well as urban luxury.

**CHAPTER 4**

**DATA ANALYSIS AND INTERPRETATION**

**1. TABLE 4.1 Visits in the mall per month**

| **OPTIONS** | **PERCENTAGE** |
| --- | --- |
| 1-2 times | 56.35 |
| 3-5 times | 23.02 |
| More than 5 times | 12.7 |
| Never | 7.94 |

(Source: Primary Data)

**FIGURE 4.1**

From the data, it is observed that a majority of 56% of the consumers are likely to visit the malls 1-2 times per month, followed by 23% of the consumers who visit the malls between 3-5 times per month.

**2. TABLE 4.2 General visits to mall**

| **OPTIONS** | **PERCENTAGE** |
| --- | --- |
| Almost everyday | 7.94 |
| Public holidays | 14.29 |
| Weekends | 23.81 |
| Week days | 7.94 |
| Seasonal (during Onam, Christmas, etc.) | 28.57 |
| When there is an offer/ program | 17.46 |

(Source: Primary Data)

**FIGURE 4.2**

From the data, it is observed that a majority of 29% of the consumers tends to visit the malls during festive season, followed by 24%of the consumers who visit the malls during weekends.

**3. TABLE 4.3 Average time spent**

| **OPTIONS** | **COUNT** |
| --- | --- |
| Less than 1 hour | 28 |
| 1-3 hours | 73 |
| More than 3 hours | 25 |

(Source: Primary Data)

**FIGURE 4.3**

From the data, it is observed that a majority of 58% of the consumers spends 1-3 hours inside the mall, followed by 20% and 22% who spends more than 3 hours and less than 1 hour respectively.

**4. TABLE 4.4 Significance of the word mall**

| **OPTIONS** | **COUNT** |
| --- | --- |
| Hangout destination | 37 |
| Shopping | 56 |
| Movies | 7 |
| Eating joints | 7 |
| Others | 19 |

(Source: Primary Data)

**FIGURE 4.4**

From the data, it is observed that 44% of the consumers signify the word “Mall” to shopping, followed by 37% of the consumers signifying to hangout destination.

**5. TABLE 4.5 Factor that makes consumer to visit malls again**

| **OPTIONS** | **COUNT** |
| --- | --- |
| Shopping centres | 47 |
| Movie halls | 8 |
| Eating joints | 12 |
| Ambience | 37 |
| Vicinity | 6 |
| Other | 16 |

(Source: Primary Data)

**FIGURE 5.5**

From the data, it is observed that 37% of the consumers opinionated that shopping centers of a mall makes them visit the malls again, while 29% opinionated that the ambience of the malls makes them visit again.

**6. TABLE 4.6 Purchase retail goods from mall**

| **OPTIONS** | **PERCENTAGE** |
| --- | --- |
| Yes | 68.25 |
| No | 31.75 |

(Source: Primary Data)

**FIGURE 4.6**

From the data, it is observed that a majority of 68% of the consumers buy retail goods from the mall while 32% of the people don’t prefer buying retail goods from the malls.

**7. TABLE 4.7 Frequency of purchase from a mall**

| **OPTIONS** | **COUNT** |
| --- | --- |
| Whenever I visit | 19 |
| When there is a particular offer | 27 |
| Festive season (Onam, Christmas, etc.) | 23 |
| When there are attractive products | 40 |
| Other | 17 |

(Source: Primary Data)

**FIGURE 4.7**

From the data, it is observed that 32% of the consumers purchase from mall when there are attractive products, followed by 21% of the consumers who purchase when there is a particular offer.

**8. TABLE 4.8 Preference scale of shopping from mall against retail store**

| **PREFERENCE SCALE** | **PERCENTAGE** |
| --- | --- |
| 1 | 16.67 |
| 2 | 9.52 |
| 3 | 38.89 |
| 4 | 20.29 |
| 5 | 14.29 |

(Source: Primary Data)

**FIGURE 4.8**

From the data, it is observed that a majority of 39% of the consumers prefer both malls and local retail store for shopping.

**9. TABLE 4.9 Malls lack personal touch**

| **OPTIONS** | **PERCENTAGE** |
| --- | --- |
| Yes | 50.79 |
| No | 49.21 |

(Source: Primary Data)

**FIGURE 4.9**

From the data, it is observed that 51% of the consumers agreed that malls lack the personal touch which local retail stores offer, meanwhile the other 49% did not agree with this statement.

**10. TABLE 4.10 Belief in the promotional programs offered by mall**

| **OPTIONS** | **PERCENTAGE** |
| --- | --- |
| Yes | 58.73 |
| No | 41.27 |

(Source: Primary Data)

**FIGURE 4.10**

From the data, it is observed that 59% of the consumers believe in the promotional programs offered by the malls, while 41% of the consumers have no belief.

**11. Table 4.11 Malls have become a part of our daily life**

| **OPTIONS** | **PERCENTAGE** |
| --- | --- |
| Yes | 61.11 |
| No | 38.89 |

(Source: Primary Data)

**FIGURE 4.11**

From the data, it is observed that 61% of the consumers claim that malls have become a part of their life. Whereas 39% of the people like to think that malls are not a part of their life.

**12. Table 4.12 Malls are a blessing to Kerala**

| **OPTIONS** | **PERCENTAGE** |
| --- | --- |
| Yes | 78.57 |
| No | 21.43 |

(Source: Primary Data)

**FIGURE 4.12**

From the data, it is observed that a majority of 79% of the consumers agreed that malls are a blessing to Kerala, whereas 21% of the consumers disagreed with the statement.

**13. Table 4.13 Average money spent while visiting a mall**

| **OPTIONS** | **COUNT** |
| --- | --- |
| Less than Rs.1000 | 41 |
| Between Rs.1000 & Rs2000 | 43 |
| Between Rs.2000 & Rs5000 | 34 |
| More than Rs.5000 | 8 |

(Source: Primary Data)

**FIGURE 4.13**

From the data, it is observed that 34% of the consumers spend between Rs.1000 and Rs.2000 while visiting the mall, followed by 33% of the consumers who spend less than Rs.1000.

**14. TABLE 4.14 Category on which most money is spent**

| **OPTIONS** | **PERCENTAGE** |
| --- | --- |
| Groceries | 9.52 |
| Dresses and cosmetics | 49.21 |
| Eating joints | 12.70 |
| Entertainments | 28.57 |

(Source: Primary Data)

**FIGURE 4.14**

From the data, it is observed that a majority of 49% of the consumers spend most money on dresses and cosmetics.

**15. TABLE 4.15 Rating for the service of products bought from a mall**

| **RATING** | **PERCENTAGE** |
| --- | --- |
| 1 star | 7.14 |
| 2 star | 9.52 |
| 3 star | 38.89 |
| 4 star | 30.89 |
| 5 star | 13.49 |

(Source: Primary Data)

**FIGURE 4.15**

From the data, 39% of the customers gave a 3 star rating for the post purchase service of products bought from the mall, whereas 31 % of the customers gave 4 star rating.

**CHAPTER 5**

**CONCLUSION**

**5.1 FINDINGS**

* 79 % of the consumers consider malls as a blessing to Kerala.
* A majority of 56 % of the consumers visit the mall between 1-2 times a month.
* Most of the consumers generally go to malls during festive seasons and weekends.
* A majority of 58% of the consumers spend an average of 1-3 hours in malls.
* According to most of the consumers, the word “mall” signifies shopping.
* Shopping centers are the major factor that makes people come back to malls.
* A majority of 68% of the consumers purchase retail goods from the mall.
* Most people give equal preference to both malls and local retail stores when it comes to shopping.
* 51% of the consumers viewed that malls lack the personal touch provided by a local retail store.
* Consumers tend to spend most of their money on dresses and cosmetics at a mall.
* A majority of 39% of the consumers gave a 3 star rating for the post purchase service of products bought from the mall.
* A minority of 6% of the consumers spends more than Rs.5000 while visiting a mall.

**5.2 SUGGESTIONS**

* *Relationship with the consumers*: The organized retailers can be suggested to target the untapped middle income group population. Then the retailers should build relationships with their consumer segments. The retailers should be well versed with the consumer preferences and they should also offer them additional services apart from the products. For developing loyal customers, the employees of retail organizations should play an important role. Therefore, they must hire the right kind of employees and train them.
* *The facilities at the mall*: The mall should be the place, where one should spend a good amount of time. For that there should be facilities to eat food, sit, rest, pray, entertainment, clean and tidy, feeding rooms, smoking areas etc. this is important because any customer who goes out to meet these needs may not come back again.
* *Mall branding*: Malls have to be branded well. Branding creates the right impression in the minds of the people, as to how we like people to think of us. So you should do all that it takes to brand the mall effectively, so that your target customers see you the way you wish them to see you. This will help the mall to survive when better and bigger malls come up in future; or survive when the market slows and the customers become scarce.
* *Mall events*: Basically, customers do shopping mainly for two reasons, one is the experience or “good feeling” and other is the “variety” of goods they can purchase.
* *Parking facility*: Most of the malls don’t have sufficient parking area for their customers and most malls charge parking fees from their consumers. Providing free parking facilities for the consumers will be a positive aspect to them indirectly attracting more people to the malls.

**5.3 CONCLUSION**

From the analysis above, it can be inferred that there is a slow and steady change that is taking place and the preference of the Kozhikode consumers are shifting from shopping in flea markets to shopping in the newly developed malls. The Kozhikode consumer’s population has varied among diverse income segments. According to secondary data, there exists a significant difference in the shopping patterns of the consumers across these income segments and their research on the organized retail sector of Kozhikode have also said that organized retailing has made headway in the upper class. However, even in this segment, items such as milk, fruits, vegetables and a significant portion of “through the-month” purchases seem to be done at traditional outlets.

The middle income class prefers shopping for processed food and personal care in supermarkets and fall back on traditional outlets for bulk shopping. For them, organized retail outlets seem to be associated with branded items/special purchases. Organized retailing doesn’t seem to have made an impact on the lower class, except for “curiosity” shopping.

On the whole the study has found out that a large number of consumers have started choosing the malls over the unorganized markets for the purpose of shopping which is also associated with leisure. The attributes of malls, which attract the consumers towards it and are responsible for this change of choice of the consumers, have been represented in the form of decision tree. In this chapter, the analysis has been done by comparing the findings with what has been said in the literature. A few extra points that came up in the findings have also been analyzed and this fills the gap in the studies that have been conducted.

With consumer demographics becoming more and more favorable to the organized segment of the retail industry and the increase in the availability of retail space and a skilled workforce, there has been a complimenting growth in retail chains, multi-brand outlets and integrated shopping malls. A variety of newer retail formats have been introduced. Enormous networks of stores are getting scattered on the Indian landscape, starting with larger cities and then moving on to smaller towns as well. The infrastructure and supply chain mechanisms of malls are getting organized and spreading across the state. This brought about a revolution in shopping in terms of the consumer buying behavior. The introduction of these larger and more diverse formats is providing the consumers with more options to shop from and novel experiences for the Kozhikode population.

The changes in the consumer behavior, is bringing about change in retail industry, as Kozhikode migrates from the unorganized to organized retail. The past 3-4 years have seen increasing activity in retailing. The retail revolution, apart from bringing in sweeping, brings positive changes in lifestyle in the smaller towns of Kozhikode. Increase illiteracy, exposure to media, greater availability and penetration of a variety of consumer goods into the interiors of country, have all resulted in narrowing down the spending differences between the consumers of larger metros or states and those of smaller cities like Kozhikode. Lastly I want to conclude my project with some points:

* The customers are attracted towards shopping malls and retail outlets.
* The shopping malls and retail outlets are targeting middle class customers because the purchasing power class of this class is rapidly growing as well as the class is also growing.
* The young generation is fashion and show-off conscious, so retail outlets are mainly focused on them.
* Most of the family wants to purchase from big showrooms and malls because there is no bargaining system so they have a trust that there is no cheating.
* The main strength of most of the retail outlets is providing attractive offers to attract customers.
* Big retail stores are running customer loyalty programs which have increased profits and number of customers, and increased their switching cost.

It can be concluded from the research that the consumer markets in Kozhikode have potential for the future development of the retail industry as the market is growing, government policies are becoming liberal and the technological development in the states are favorable operations in Kozhikode. Due to these promising factors, more and more retail investors have been encouraged to invest in the Kozhikode market. However, the success of malls in the long run in the Kozhikode market would attract diverse consumer segments towards the malls which include diverse income groups, nuclear families, working women, etc.

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**QUESTIONNAIRE**

CONSUMER SURVEY

Name: ……………..

Age: ……………….

Sex: ……………….

1. Are malls a blessing to 'God's own country'?

| Yes | No |
| --- | --- |

2. How often do you visit a mall (in a month)?

| 1-2 times | 3-5 times | More than 5 | Almost daily | Never |
| --- | --- | --- | --- | --- |

3. With whom do you go to a mall?

| Alone | Friends | Family | Colleagues | Others |
| --- | --- | --- | --- | --- |

4. When do you generally go to the mall?

| Almost every day | Public holidays | Weekends | Week days | Seasonal (during Onam, Christmas etc.) | When there is an offer/ program |
| --- | --- | --- | --- | --- | --- |

5. What is the average time you spent in a mall?

| Less than 1 hour | 1-3 hour | More than 3 hour |
| --- | --- | --- |

6. What does the word “mall' signify in your life?

| Hangout destination | Shopping | Movies | Eating joints | Others |
| --- | --- | --- | --- | --- |

7. Which factor of a mall makes you come back again?

| Shopping centers | Movie halls | Eating joints | Ambience | Vicinity | Other |
| --- | --- | --- | --- | --- | --- |

8. Do you think mall is an enlarged family shop?

| Yes | No |
| --- | --- |

9. Do you purchase retail goods from the mall?

| Yes | No |
| --- | --- |

10. How often do you purchase from a mall?

| Whenever I visit | When there is particular offer | Festive season (Onam Christmas, etc.) | When there are attractive products | Other |
| --- | --- | --- | --- | --- |

11. Scale your preference for shopping from a mall to a local retail store? (l for mall and 5 for local retail store)

| 1 | 2 | 3 | 4 | 5 |
| --- | --- | --- | --- | --- |

12. Do you think malls lack the personal touch which local retail store offer?

| Yes | No |
| --- | --- |

13. Do you believe in the promotional programs offered by the malls?

| Yes | No |
| --- | --- |

14. Do you think malls have become a part of your daily life?

| Yes | No |
| --- | --- |

15. How much money do you spend while visiting a mall?

| Less than Rs.1000 | Between Rs.1000 and Rs.2000 | Between Rs.2000 and Rs.5000 | More than Rs.5000 |
| --- | --- | --- | --- |

16. For which of the following do you spent most of the money in a mall?

| Groceries | Dresses and cosmetics | Eating joints | Entertainments |
| --- | --- | --- | --- |

17. Rate the post purchase service of products bought from a mall? (1 for least and 5 for best service)

| 1 | 2 | 3 | 4 | 5 |
| --- | --- | --- | --- | --- |

18. What are your suggestions on improvement in features of the mall?

