

Shopping mall's attraction among Hubli – Dharwad youngsters: A survey

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Abstract

Shopping trends among youngsters in every town have transformed. Fun and leisure shopping is on rise. Mall culture has replaced traditional shops. Youngsters are more attracted towards malls. In present study we analysed mall charisma of attracting young people. We found young population of Hubli-Dharwad town have preferred malls over unorganised shops. They enjoy shopping in clean, cool surrounding having categorically organised products and feel prestigious to purchase from such malls.

Keywords: Shopping malls, Youngsters, Attractions, Mall culture, Ambience, Shopping trends.

Introduction

There is substantial shift in shopping mentality among youngsters in India and abroad. Once an area or Village dominating small unorganised KIRANA stores selling non-branded items have becoming a past history.¹⁻⁴ Gradually recent inclination of shopping among young population has changed towards organised multi-brand shopping malls.^{5,6} Even concept of malls in India is undergoing tremendous change from single brand to multiple products to multiple brand products under single roof.^{7,8} Even the old definition of shopping of purchase for required goods is replaced by window shopping, fun shopping and leisure activity.

Traditional single person activity has now been replaced by full family and friend activity. Apart from simple shopping of required goods, malls offer good ambience, neatly arranged products at one place, freedom to compare and select items, availability of eateries, game zone and movie in addition attractive offer discounts.⁹ In view of age group, youngsters have become frequent visitors of malls.⁵ The objective of present study was to analyse the underlying attractions which pull the youngsters towards malls.

Methods and Materials

Descriptive random sampling method was adopted for the present survey study. Youngsters in the age group of 18 to 40 years and residents of Hubli –Dharwad town make study population. Total 200 youngsters of these town visiting malls during second week of May month were participants of the survey. Pre-tested questionnaire was handed over on arrival at malls after explaining the purpose of study and asking their consent. Responders were categorise in to two groups namely,

Group-1. Non-earning Youngsters age 18 to 24 years

Group-2. Earning youngsters age 25 to 40 years

Groups were scrutinized for their earning criteria, any mismatch were excluded from the study population. Any out city guests were also excluded from the study.

The responses were decoded and data obtained was analysed online using MedCal software.

Results

Table 1: Gender and age distribution of study samples

Sample subjects	N=200	
	Male [n & %]	Female [n & %]
Gender distribution	117 [58.5%]	83 [41.5%]
Group 1 Non-earning youngsters	81 [69.23%]	34 [40.96%]
Group 2 Earning youngsters	36 [30.77%]	49 [59.04%]

As shown in Table -1, Among 200 young visitors of mall 58.5% were male and 41.5% female. There was no much difference between the genders for the choice of mall visit. Among male responders, 69.23% were from group-1 and 30.77% from Group 2. Similarly among female responders, 40.96% were from Group 1 and 59.04% from Group 2. It means more number of non-earning male youngsters of group 1 have shown attraction for malls whereas more females from earning youngsters group 2 like visiting malls. Our results of young behaviour for malls are similar to findings by Wandy and Sandra⁵

Table 2: Charisma which attracted responders for mall visit

Charisma	Response Frequency		Response among groups	
	Total	%	Group 1	Group 2
Ambience	164	82%	76%	83%
Air conditioning climate	170	85%	97%	73%
Organised shopping	102	51%	30%	72%
Window shopping	76	38%	83%	28%
Fun and entertainment	132	68%	68%	31%
Just time pass	94	47%	62%	12%

When all responses were analysed for force of attraction among youngsters about malls visit, we found 82% responders like ambience of malls, 85% responders expressed satisfaction of cool climate maintained in malls, 51% of responders were pleased with the organised product for easy shopping as well comparing price and quality tags, 38% of responders agreed that they visit malls for window shopping to have idea about various products displayed at speciality place/shops. Almost 68% responders like malls for gaming and entertainment place whereas 47% youngsters visit mall for time-pass in clean ambience and with standard crowd.

Responses when analysed separately for two groups, a trend of good ambience, fun and time pass in cool air with more of window shopping was observed among non-earning youngsters of group 1. Though earning youngsters of group 2 liked ambience and cool air but they were more focussed on purchase of their required items in short time rather than making time pass at malls doing window shopping.

Our impressions are in line with the study conducted at Bhavnagar by Narhari A¹⁰ and behaviour of youngsters are in concordance with Wandy, Sandra and Millan E.S.^{5,9}

Impression

Overall impression emerged from present study is young population of Hubli-Dharwad town have preferred malls over unorganised shops. They enjoy shopping in clean, cool surrounding having categorically organised products and feel prestigious to purchase from such malls. They feel satisfied to purchase from personal choices. The further scope of the study is Marketing professionals can read age and mind of customers for offering satisfaction.

Limitation of study- Only small sample population and malls of single area was included in the study.

Source of Funding

None.

Conflict of Interest

None.

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