

THE ROLE OF JUVENILE CUSTOMERS IN THE MALLS CULTURE OF GURGAON

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ABSTRACT

The performance of the retail sector has been driven by better delivery models and selection of proper locations catering to every class of customers. The size of the organised and modern retailing industry put together is around \$ 29 billion. According to AT Kearney's 2014 report, the organised retail sector in India is poised to grow at 35 per cent compounded annual growth rate (CAGR) for the next few years. However, the sector continues to remain fragmented and the 14 neighborhood Kirana store still dominates. (Bisht, 2014) As much as 98 per cent of the outlets are smaller than 500 square feet in area. This means India's per capita retailing space is about 2 odd square feet compared to 16 square feet in the U.S.

The present study is an attempt to investigate the Retail Industry, Shopping Mall, Customer Satisfaction etc. This section also explains the methodology employed in the study and provides a description of the research instrument, sampling design, and data collection procedure and data analysis technique. The data were gathered through questionnaire and interview.

Future research could explore other potential factors contributing to the concept of a mall apart from accessibility, ambience and amenities discussed here. Other mall characteristics such as size, type (e.g. the new "niche malls" or "theme malls") may be important contributors to the development of the concept of a mall. Individual consumer characteristics such as environmental sensitivity or variety seeking tendencies could be investigated for their influence on retail response. Further, difference in responses due to gender differences may be studied. Similarly, age may be a moderating factor in consumer response to retail environment. This could have a significant influence in building the overall impression for a mall.

INTRODUCTION

The organized retailing came to India with the advent of malls. Malls 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 homogenous and heterogeneous shops adjoining a pedestrian or an exclusive pedestrian street, that make it easygoing 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 traffic. Malls are located in proximity to urban outskirts, and range from 60,000 sq ft to 70,000 sq ft and above.

Malls offer a plethora of attractions high profile shopping impulse eating establishment, a glitzy and glamorous environment to discerning shoppers of more refined tastes, who are more concerned with quality and fashion and less concerned with budgets. Malls reveal six factors namely comfort diversity, luxury, mall essence entertainment, and convenience which are a time entertainment.

These malls inspire fashion based shopping behaviors in the customers. Though malls are equally popular among all ages; the true lovers are the youngsters the juvenile customers whom malls are the ultimate place to be. These malls serve their various purposes like shopping, watching, movies, dating or just to hang out though they really don't need a purpose for being there. These malls have also come up with different ways to cater to their target visitors like some of them have discos where the Gen-X get a chance to chill out during nights.

For the young crowd malls have become areas in which to hang out to catch up with friend in stores like Café Coffee Day and Barista, each vying to be the star bucks of India. There's also an entertainment factor, with more and more and more of the youngsters beginning to see shopping as an enjoyable pass time. Many of these are working the goods in the malls are now not only enticing but attainable as well.

In India the shopping mall is an upcoming industry. The craze of shopping malls ventured Indian in the late 90's and has seen tremendous growth over the years. The government's five year tax relief for opening shopping malls and multiplexes has also boosted this trend to a great extent. The term window shopping was coined due to the huge spur in shopping malls and the notion that it is made up of expensive stores. With the concept of 'one stop shop' coupled with entertainment options and comfortable shopping experience hoteliers, retailers and brands grabbed this opportunity with both hands. Thus people living in these mediocre areas were not able to get the same style and fashion found in the posh areas. Though reaching to mall has been made comfortable with good enough travel options and parking space, but the crowd on weekends is unavoidable.

The malls culture has changed the consumer preference behavior to great extent. After the advent of the mall culture, the consumers are willing to spend an extra amount for the products and even for the unsought goods.

The story of great Indian mall boom started from the emergence of Gurgaon , a sleepy little suburb of Delhi . In a development that surprised many town planners, Gurgaon transformed itself overnight by first housing the headquarters of many multinational corporations and banks, and then calling itself the ‘shopping –mall capital of India’.

Each mall in Gurgaon is about 3000,000 square feet in size, with every leading retailer, or to use a trade parlance, “anchor”, occupying anything between 60,000-80,000 square feet.

In National Capital Region (NCR) Gurgaon is the most popular place for shopping malls, where the Big corporate players Like DLF, MGF, JMD, and Sahara group have their malls MGF Group has two shopping malls in operation MGF Metropolitan mall, MGF Plaza, Sahara group has its Sahara mall and DLF group has its city centre.

Thus Gurgaon has in all Galaxy Mall, Sahara Mall, Ambience Mall, DLF Mega Mall, MGF Metropolitan Mall, DLF City Centre Mall, Gold Souk Mall, Gurgaon Central Mall, Lifestyle Gurgaon Mall, and Ambience Mall.

LITERATURE REVIEW –

In order to have proper perspective of the subject, it is essential to have a bird's eye view of the findings of other academic researchers. Thus the planning and execution of any research should be preceded by thorough review of literature in related fields since it helps to familiarize with the work that has been done in that area, eliminates the possibility of unnecessary duplication of efforts and provides valuable information on research techniques. The review of literature has been broadly categorized into three headings, namely

1. Mall Perspective
2. Juvenile Customer's Perspective
3. CRM Perspective

1. Mall Perspective - The Mall sector has seen a log of activity during the last few months. The government has also changed its stance over allowing foreign layers in Mall. The main objective of this study has been to deliberate upon the Mall issues and to examine the prospects of organized Mall in India. The authors are of the view that the joint venture between Bharti and Wal-Mart shall prove to be turning point for the Indian

Mall industry. Moreover 47% of India's population is under the age of 20 and this will increase to 55% by 2015 and this young population will immensely contribute to the growth of the Mall sector in the country. Organized Mall has a huge scope because of the vast market and the growing awareness of the consumers about product, quality and service. According to this study the dynamics of the demography, double income, urbanization and internet revolution are the factors contributing to Mall growth in India. The benefits of the Mall growth include better products at cheaper price, expanded reach, employment generation etc. Though there are several benefits of organized Mall yet there are some serious issues which need to be addressed. These are: competition from unorganized sector, issues of taxation, infrastructure, FDI, trained personnel etc. These issues need to be looked into to enable this sector to prosper.

2. **Juvenile Customer's Perspective** - The Indian economy, branding has emerged as an important marketing tool and brands play an important role in facing competition. Ranging from the shopkeeper to the most sophisticated supermarkets, departmental stores, plazas and malls which provide the latest and better quality products, the customer now has multiple options to choose from. The study tries to explore the **purchase behaviour of consumers** with respect to items of daily needs and the type of shops they patronized. The survey was conducted in the city of Ghaziabad and proportionate stratified sampling was used. The results of the study show that people generally prefer to purchase and stock for a month rather than keep purchasing frequently. Although different categories of products are purchased from the different types of shops, department stores and wholesale shops emerge as consumers' first choice.
3. **CRM Perspective** - Customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness. Many organizations are under severe pressure to achieve "high satisfaction" and "customer delight" in the hope to create customer retention (Kotler, 2014).

Customer Loyalty : According to Christopher, Payne, & Ballantyne, (1994) The objective of RM is to turn new customers into regular customers and slowly move them towards being a strong supporter of the organization, and lastly turning them into loyal advocates and a referral source that should promote positive word of mouth. This can also be seen in figure 2.4. The progress of the relationship along this ladder is achieved by integrating the three key concepts of marketing (the gathering of information on customers and the identification of segments of users with similar needs), quality and customer service.

RESEARCH OBJECTIVES –

The primary objective of the study is to Ascertain the role and participation of Juvenile and young customers in the flourish culture of mall in Gurgaon. In order to evaluate their participation the following objectives have been taken in to account.

1. To find out the Behaviors of Juvenile customers to world the organized retail shops specially the mall in Gurgaon.
2. To find out the label of satisfaction in the young customers from shopping in the malls.
In term of selection, Varsity, Rang, quality, guaranty, warranty, innovational aptitude and presentation.
3. To find out different type of buying behavior in different malls.
4. To evaluate various purpose of shopping to malls.
5. To Analysis the types of customers visiting shopping mall specially the young ones of both the sex (male and female) ageing from 16 to 45 years.

METHODOLOGY –

The research study is a case study which shall be limited Gurgaon. This chapter will bring out the research methodology of the present study. The entire research work will be based on both secondary and primary data analysis.

The research interview schedule, as presented in the Appendix, was presented to each participant. Standardised questionnaires pretested through Pilot survey were distributed via personal contacts. Data was collected over a period of 3 months. A total of 650, questionnaires were distributed to the customers in different shopping malls, the customers who were in the age group of 16-45 years were only targeted and considered for this study. Out of 650 targeted customers, only 598 questionnaires could be completed with proper response. Of the 598 returned questionnaires 21 were incomplete and hence 577 were the sample respondents for analysis purpose.

The method of sampling shall be random stratified sampling. It shall cover different strata Regarding sex (male and female) and age. Thus the entire research study shall be based on the surveyal Profile of the sample analysis.

The data, thus collection shall be processed edited, tabulated analysed and the finding shall be interpreted from the proposed view points and objective.

PROPOSED HYPOTHESIS OF THE STUDY –

H1: The occupation affects juvenile customer's perception towards malls.

H2: Comfort level of customer's affects juvenile customers' perception towards malls.

H3: Average per capita during per visit affects juvenile customers perception towards malls.

OBSERVATION

H1.The Occupation affects juvenile customers' perceptions towards malls.

Table 1

		Mall atmosphere and décor are appealing			Total
		strongly agree	agree	Disagree	no response
Business	(30.00)	(64.44)	(2.22)	(3.34)	(100.00)
	27	58	2	3	90
	[19.01]	[14.53]	[9.52]	[20.00]	[15.59]
Service	(37.94)	(51.72)	(6.89)	(3.45)	(100.00)
	11	15	2	1	29
	[7.74]	[3.76]	[9.52]	[6.67]	[5.02]
Professional	(38.09)	(61.91)	(0)	(0)	(100.00)
	8	13	0	0	21
	[5.64]	[3.26]	[0]	[0]	[3.64]
Housewife	(25.00)	(50.00)	(25.00)	(0)	(100.00)
	3	6	3	0	12
	[2.12]	[1.50]	[14.29]	[0]	[2.08]
Students	(21.88)	(72.23)	(3.29)	(2.58)	(100.00)
	93	307	14	11	425
	[65.49]	[76.95]	[66.67]	[73.33]	[73.66]
Total	(24.61)	(69.16)	(3.64)	(2.59)	(100.00)
	142	399	21	15	577
	[100.00]	[100.00]	[100.00]	[100.00]	[100.00]

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Parenthesis show horizontal Percentage

Figure in [] Parenthesis show vertical Percentage

Table 2

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.348a	12	.007
Likelihood Ratio	19.898	12	.069
Linear-by-Linear Association	2.341	1	.126
N of Valid Cases	577		

From the chi-square output table we see that significance level of 7% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 93% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant

relationship between Occupation & perception towards Mall atmosphere & décor being appealing. In the above case no systematic association exist between two variables and hence test for strength of association (Phi correlation coefficient, Cramer's V & contingency coefficient) are not required.

H2: Comfort level of customers affects juvenile customers' perception towards malls.

Table 3

		Good quality of merchandise sale				Total
		Strongly agree	Agree	Disagree	No response	
Occupation	Business	(18.9)	(47.70)	(23.40)	(10.00)	(100.00)
		17	43	21	9	90
		[20.99]	[14.78]	[12.96]	[20.93]	[15.60]
	Service	(17.24)	(48.28)	(20.69)	(13.79)	(100.00)
		5	14	6	4	29
		[6.19]	[4.81]	[3.71]	[9.30]	[5.03]
	Professional	(10.00)	(40.00)	(50.00)	(0.00)	(100.00)
		2	8	10	0	20
		[2.46]	[2.74]	[6.17]	[0.00]	[3.46]
	Housewife	(16.67)	(25.00)	(50.00)	(8.33)	(100.00)
		2	3	6	1	12
		[2.46]	[1.03]	[3.70]	[2.33]	[2.07]
Total	Students	(12.92)	(52.34)	(27.94)	(6.80)	(100.00)
		55	223	119	29	426
		[67.90]	[76.64]	[73.46]	[67.44]	[73.84]
		(14.1)	(50.44)	(28.07)	(7.45)	(100.00)
		81	291	162	43	577
		[100.00]	[100.00]	[100.00]	[100.00]	[100.00]

Figure in () Parenthesis show horizontal Percentage

Figure in [] Parenthesis show vertical Percentage

Table 4

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.385 ^a	12	.206
Likelihood Ratio	16.105	12	.186
Linear-by-Linear Association	.064	1	.801
N of Valid Cases	577		

From the chi-square output table we see that significance level of 20.6% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at 79% level of confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant

relationship between occupation of respondents & perception towards quality of merchandise.

H3: Average per capita expenses during per visit affects juvenile customers' perception towards malls.

Table 5

		Expenses				Total
		0-1000	1000-3000	3000-5000	> 5000	
Per Expenses capita	<25	(7.85)	(48.35)	(37.06)	(6.74)	(100.00)
		7	43	33	6	89
		[12.50]	[15.46]	[18.43]	[9.38]	[15.42]
	25-35	(8.92)	(48.82)	(30.05)	(12.21)	(100.00)
		38	208	128	52	426
		[67.85]	[74.82]	[71.51]	[81.25]	[73.84]
	35-45	(16)	(46)	(30)	(8)	(100.00)
		8	23	15	4	50
		[14.30]	[8.28]	[8.39]	[6.24]	[8.66]
	>45	(25.00)	(33.33)	(25.00)	(16.67)	(100.00)
		3	4	3	2	12
		[5.35]	[1.44]	[1.67]	[3.13]	[2.08]
Total		(9.70)	[100.00]	[100.00]	[100.00]	[100.00]
		56	278	179	64	577
		[100.00]	[100.00]	[100.00]	[100.00]	[100.00]

Figure in () Parenthesis show horizontal Percentage

Figure in [] Parenthesis show vertical Percentage

Table 6

Chi-Square Tests				
	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	12.3 82 ^a	12	.416	
Likelihood Ratio	11.467	12	.489	
Linear-by-Linear Association	.411	1	.0521	
N of Valid Cases	577			

From the chi-square output table we see that significance level of 4 1.6% has been achieved. This means that chi-square table is not showing systematic association between the above two variables at even at 58% level of

confidence. Hence Null hypothesis is accepted and at 95% level of confidence we conclude that there is no significant relationship between occupation of respondents & perception towards food courts in Mall serve all kinds of food.

RESULT AND CONCLUSION –

The primary aim of this research was to evaluate, the role of juvenile customers in the malls culture of gurgaon from this viewpoint, following conclusions were drawn under following broad heads.

1. The cross tabulation shows that only 21 respondents (3.64%) of respondents agree that Mall atmosphere & décor are appealing, 307 (72.23%) respondents as students 93 (21.88%) respondents in the same category strongly agree that Malls atmosphere and décor are appealing. Thus we can say that majority of the respondents agree or strongly agree that Mall are appealing.
2. The cross tabulation shows that 119 (27.94%) students & 21(23.33%) Business class respondents disagree that goods sold are of high quality. They perceive the quality of goods as at par and not necessary of high quality. Whereas 223 students & 43 Business class respondents feel that goods sold are of high quality. The perception is due to brand image of the mall and also several soft factors like arrangement of goods, packaging and courtesy of floor staff members.
3. The cross tabulation shows that only 179 respondents (31.03%) of respondents disagree that food courts in Mall serve all kinds of food, 43(48.35%) service class & 208 (48.82%) professional respondents agree that food courts in Malls serve all types of food. Thus we can say that majority of the respondents agree or strongly agree that food courts in Mall serve all kinds of foods.

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