

A Study of Teenagers Buying Behavior in Shopping Malls in Delhi

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ABSTRACT

Shopping malls are great place for fun and they are increasing in number day by day. People are growing and exploring new things in the market, and shopping malls are best place for them to check new things and material. Teenagers are playing huge role in the industry in this research we studied about the behavior of the teenagers while they are buying stuffs from the shopping mall. We are applying different methods for this study like reading facial expression when they are buying something, the way they talk with shopkeepers .as we are studying the behavior of the teenagers Personality, beliefs, expectations, emotions, and mental health are all factors to consider for this study. Another primary determinant of a consumer's purchasing behavior and impression of brands at shopping centers is their purchasing power. Shopping centers are a great place for a family excursion, fun and entertainment, shopping, and dining. In daily visitor numbers at shopping centers, the age of the customer is the most crucial element. Consumers today go to different shopping malls, which has an influence on their purchasing habits. We have taken 100 peoples randomly from different malls in Delhi and studied their behavior. As a result we found out that the behavior is totally dependable from person to person it is varying from teen to teen. The future scope of this study is consumer behavior analyzes the what, when, where, why, and how consumers make choices, focusing on the what, when, where, why, and how of product consumption. Companies, for example, seek to know why people purchase things and what sorts of demands are met via consumption.

KEYWORDS

Advertising, Customer, Purchasing Behavior, Retail Sector, Shopping Malls.

1. INTRODUCTION

India's retailing has seen significant upheaval and quick expansion. This same India retail business has evolved toward the fifth worlds biggest center in the retail shop, with Each other \$600 billion in 2015, and is predicted to rise from US \$ 1.3 trillion by 2020, drawing direct investment and multinational equities management systems. As per the Institute of Applied Policies and Promotion, Indian retail trade attracted US\$ 537.61 million in foreign direct investment (FDI) equity inflows from April 2000 to March 2016. By 2020, organized retail is forecasting a 24% increase in the entire retail industry. V-Mart, Liberty, Provogue, Joyalukkas, Bharati, fabindia, Bata,

Reliance, Aditya Birla, Spencers, Westside, Consumers Stop, Big Bazaar, Pantaloon, Lifestyle, and many others have established themselves in Middle Income and Major Cities but also small villages across India, garnering billions of rupees in revenue [1].

Considering today's marketplaces, trade and investment seem to be the most productive means of organizing economic activity to fulfill fundamental human requirements. While linguists were employed as entire consultants in domains solely connected to client behavior studies in the 1980s, the term "business anthropology" was coined. Ethnography has a long history of use in the economic sector. According, Psychology has a department dedicated to studying the physics of commercial, commercial ecology, and the anthropology study of retail stores. Shopping in malls nowadays is about more than simply purchasing stuff or obtaining home items. It also interacts with retail spaces (shop, offices, and restaurant), looking at the financial and social purposes of arcades, as well as the shopping experience and its significance to customers [2].

That is undeniable modern shopping centers – or thereabouts established merchants – having spread throughout metropolitan areas, sprouting even within tiny towns throughout India, delivering tiny town and agricultural shoppers a better shopping experience. The local headquarters are often obvious candidates for expanding retail complexes facilities and name recognition.

Promoting endeavors almost all of the field offices are thriving and serving as potential central centers for a variety of businesses. Business and industry, entertainment, health care, and recreation (cinemas, cultural centers, etc.) are only a few examples. In such prospective conditions and proximity, establishing structured retail complexes will not be a difficult task. For either of the earlier in this section reasons, the districts capital also attracts large crowds from adjacent rural regions. Anugrah Madison, managing director, feels that malls in small towns have a long road ahead to go, as it has been noticed. Online business is still robust in rural regions owing to strong bonds and good relationships among people [3].

That grocery retailing industry in terms performance is determined on how merchants develop and distribute value via their various forms. At next twenty months, the unorganized retailing in Southwest India is expected to see the biggest format complexes and labeled retail locations, followed by the North, West, and East. Despite an enormous growth prospect, 1 and tier 2 destinations like it as Delhi and Gurgaon are rising as preferred retail locations.

Mostly with groceries and veggies to clothing, clothing brands, pharmaceuticals, home furniture interior decorations everyone under one roof, a burgeoning upper income with increased discretionary means is flocking to malls as "one stop destinations." Malls aren't only places where various businesses sell their wares; they're also places where several companies work together to enhance their brand equity. Chain stores usually operate on a sub catchment basis, focusing on efficiency, variety, and fun. Their major goal is to concentrate on the target population and increase foot traffic. The proliferation of retail malls throughout Indian made us ponder about just the state's perennial branding prospects the ever customer buying behaviors. When comparison to industrialized and emerging nations, India's store economy is still in its infancy. Because as nation strives to get to be a power economically with a healthy middle class, there has been clearly capacity for hundreds of thousands more giant malls [4].

During the projection period, India's GDP is expected to rise at a rate of roughly 8% each year. This signals a turnaround in the country's circumstances, as GDP growth is slowing to 5-7 percent in 2008 and 2009. Taking advantage of the predicted prosperous economy, India's poverty rate is assumed to progressively fall throughout the projection period, reaching 9% by 2015. According to Euro monitoring Association's Country and Consumers report, this would result in an increasing number of families with real wages within Billion usd2, 500 and billion USD10, 000 per year, surpassing 59 percent of India's population.

According to the Organization for Economic cooperation and Technology's Global Status Outlook Surveys 2010-2012, India was really the second most valuable FDI (Foreign Direct Investment) location for companies in the year 2010-2012. India is one of the most appealing destinations for international merchants. Wal-Mart, Tesco, as well as Marks & Spencer have indeed gained ground into the India retail business, and with Omni dollars expenditures from big local firms like Reliance Retail, the market is projected to continue to develop, as Indian retail has launched on a long-term growth trajectory. On regards of altering forms and customer purchasing behavior, the whole notion of purchasing has witnessed a metamorphosis, ushering in a retail revolution [5].

2. LITERATURE REVIEW

Niu et al. in their case study suggested that even as internet continues and teens' budgets have expanded studies that have looked at their online shopping habits. This research uses teenage life choice styles as an independent variables and online purchasing behavior as an output variable to try to explain adolescent buying behavior. As a mediator effect, the Integrated Model is used. A combination of 1,614 Taiwanese teenagers aged 16 to 30 took part in the study. The researchers conducted correlated, regression, and covariance analysis. The findings reveal a link between teenage consumer decision-making methods and purchasing behaviors. Furthermore, obsessive purchases had a favorable moderating influence on unexpected purchases. Awareness of accessibility of use had a significant moderating impact on unexpected purchases, which were characterized as habitual transactions [6].

Medeiros et al. in their case study suggested that the compulsive purchasing is defined by an uncontrolled and unreasonable tendency that often manifests when people are experiencing unpleasant emotions. Despite extensive study, uncertainties concerning the causes of compulsive buying persist, particularly among potentially susceptible populations like teens. In order to

fill this vacuum, this research examines compulsive purchasing behavior in teenage consumers, focusing on the restrictions imposed by self-esteem, materialism, stress, and buying pleasure. From the literature research, four hypotheses were proposed and evaluated using data from 153 respondents. They used R software to execute a sigma family regression approach using generalized linear models to evaluate the hypotheses. Stress, materialism, and purchasing pleasure were shown to have an effective impact on teenage compulsive buying behavior, but self-esteem had no effect on the possessiveness of survey respondents. This work advances academic research on consumer compulsivity and introduces data operationalization innovations, creating insights for public policymakers and social groups focused on consumer interests [7].

Chaudhary et al. in their case study suggested that the teenagers are the next generation of commercial game changers. The purpose of this study is to examine Arab children's effect on various items and services at various phases of the purchase process. The main survey sought to understand a child's participation in parent judgment by examining their economic socializing, influencing methods, and impact across different items and stages of the purchasing process. This empirical study emphasizes no need for marketing managers to comprehend the unique characteristics and identity of an urban Young client. Despite the reality that Oman has a very traditional approach that enhances band laws and social affirmation, and thus confirms a collectivism culture in which children are expected to be completely subservient, there is a rising tide of super energetic, well-informed young people who make his/her own purchase decision [8].

We conclude that the behavior of teenagers in the shopping mall is dependable on how they are treated by the shopper. But some of the teenagers are quite aggressive in nature they did not show friendly nature with the shop keepers in the shopping mall. Some of them have done compulsive purchasing data of randomly selected people have taken and studied wisely in it. Studying consumer behavior is important because it helps marketers understand what influences consumers' buying decisions. By understanding how consumers decide on a product, they can fill in the gap in the market and identify the products that are needed and the products that are obsolete.

Research Questions:

- What is the Teenagers Behavior towards shopkeeper?
- What is the Teenager's behavior towards old people?
- What is the Teenager's behavior when they give feedback after buying some stuff from the shopping mall?

3. METHODOLOGY

3.1. Design

In this research here around 100 people are randomly chosen 50 of them are women and 50 are males in this research, all the data is recorded wisely with proper precaution and suitable changes are made in it. While picking people randomly and asking them there favors and nature of buying we got to know much information how a human behave. Figure 1 discloses the number of people randomly chosen for the research.

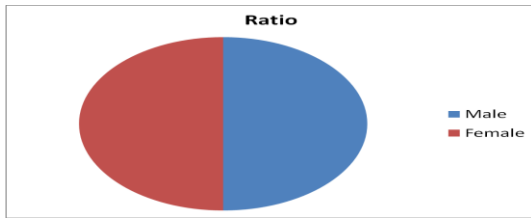


Figure 1: Number of People Randomly Chosen for the Research

3.2. Sample

This research is based on numbers. The survey technique is being used in and around three of Delhi most prominent retail malls. DLF Shopping Mall, K-Mart, and ABM Mall are the three. The DLF Mall seems to be the largest and busiest of the three malls, with a large influx of visitors. Your response rate is 100, and effort has been made to ensure that men and women are represented equally, with 50 male and 50 female responses. Purposive random sampling was used, which implies that three malls in Delhi were chosen at random and respondents who visited the malls were randomly selected for the study. Because the survey focuses on the general buying habits of "shopping mall consumers" in Delhi, the questions aren't directed at any specific mall and aren't contrasted. In this study people are selected randomly and tested wisely in whole case study, we noticed behavior of teenagers while they are buying food beverages, lifestyle product, consumable goods, window shopping and how they spend time at eatery and in entertainment purposes. Figure 2 discloses the Opinion of Teenagers on "Purpose of Visit" [9].

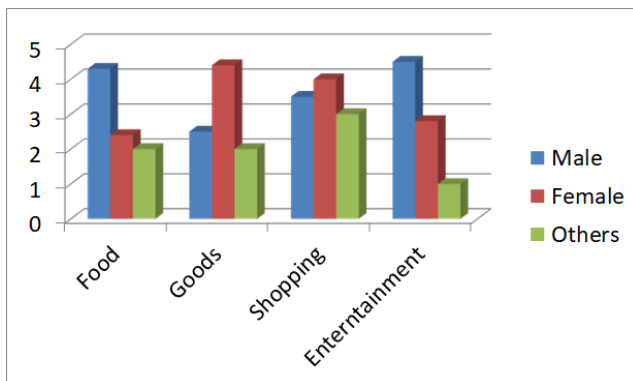


Figure 2: Opinion of Teenagers on "Purpose of Visit"

3.3. Data Collection

Data of the teenagers are randomly collected and studied with all the possible case, in this research we figure out lots of things like food choices, lifestyle, goods and window shopping. Behavior in shopping is different for different teenagers like some have patience's, some are quite expressive and some are aggressive in this study we find out the proper behavior of the teenagers in certain time span in the limited mood. Data is collected randomly of the teenagers all the details are captured like name, phone number, email and address on a paper then the data is putted on the excel sheet for further study. Customers are the people who buy goods and services for personal

consumption rather than for selling or manufacturing. A customer is the one that can decide who not to buy anything at a shop, and who may be persuaded by advertisements. Commercial. That whenever someone buys a toy, a clothing, a coffee, or anything else at a shop. Consumers are making the decision as a customer, not as a business. The purchaser is one who foots the bill. To use the products and services created as a result, customers play a critical role in the economy. A country's economic system. Producers would not produce if there was no effective customer demand. One of the most important motives for producing is to sell to customers. The consumer is also a part of it. Of the production and distribution process here, an effort is made to investigate the purchasing power of customers. When it comes to shopping at malls, there are a few things to keep in mind.

3.4. Data Analysis

In this research we analysis on lots of things like offers and discount how teenagers behave when they saw discount on several items their facial expression discount attracts them or not. Study on advertisement motivates also take place in that or how they plan before buying something from the mall while human situations grow, so does the majority of retail establishments. Improving consumer leads and revenue is always vital for every shop, whether organized or disorganized. Unfortunately, inside this present setting of electronic services and e innovation, all audience and profits are steadily dropping, presenting businesses, particularly huge mall shops, with few options. The modern client is far more compelled, well-informed, and prepared with solid investigation; after all, they want as much better value for money. As a result, a lot of study is being done all around the planet to figure out how people buy, what motivates them to go to shopping centers, and why they do so [8].

4. RESULTS AND DISCUSSION

Malls continue luring gen y, while mall mentality is a relatively recent phenomenon in society. Metropolitan businesses are working hard to meet the needs of youthful shoppers. Its younger generation, on the other hand, is rising in terms of numbers and income. Understanding and meeting their wants has become more crucial and vital. In general, interviewees in the survey had a positive impression of supermarkets in terms of accessibility, selection, marketing efforts, aesthetically, and eudemonic characteristics. Proximity, availability, alertness, populated, ambiance, storage, aesthetic commercial, and terminal subculture are eight aspects that are vital for potential consumers to develop an image of shopping centers, according to the study. The responder also looked at the complete spending hours purchasing, as well as the choice of purchasing day and time among young people. It was shown that the average amount of time spent shopping by respondents is up to 3 hours, with weekends being favored over weekdays. The majority of respondents liked to shop at any convenient time. The study also looked at certain mall characteristics. Respondents also said that different traits are significant to them. They praised a variety of features, including the comfortable seating, water heaters, E-mapping, simple ramps, and a book browsing area, and noted reservations about parking, security, and customer support. The findings might aid mall shops in relying on customers by

addressing their demands. Figure 3 discloses the Opinion of

Respondents on Product Satisfaction [10].

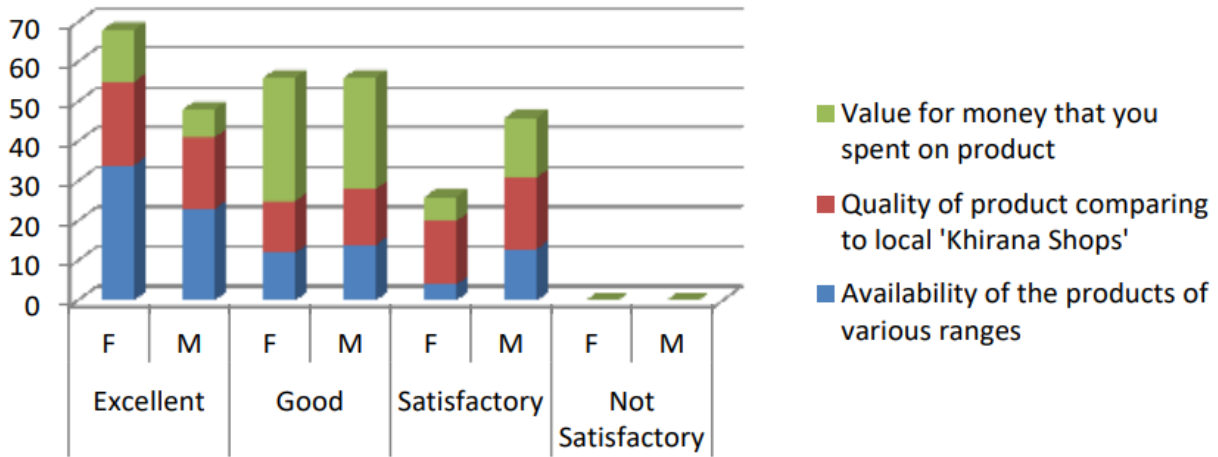


Figure 3: Opinion of Respondents on "Product Satisfaction"

4.1. Stairs

In malls, the majority of respondents were happy with the escalators/lifts. However, 3.75 percent of the respondents expressed dissatisfaction with the elevators, arguing that there should be more lifts and that malls should have simple ramps. One of the responders said that her mother was afraid to use escalators. Plain ramps should also be available at shopping malls. Security: While the majority of those polled showed strong trust in mall security, percent of those polled voiced concern about mall security. That mall's basic aesthetics were praised by the majority of the informants. Malls in Delhi are adequate in terms of delivering services to people of all ages, from the elderly to children. Malls are comprehensive in all respects, according to percent of respondents. Because they do not want to watch a film, several of the respondents said that leisure activities for the elderly should be available at the mall. The pleasure zone for youngsters and sports activities were a source of worry for percent of respondents. However, 1.2 percent of respondents advised that live concerts and greater advertising of new brand launches be added to the mix.

4.2. Book Browsing Area

While the majority of respondents were satisfied with the services given by malls, percent said they needed a book browsing section. They went on to say that malls should feature book shops with a diverse selection of books, as well as a reading space and a newsstand. Brands: While many respondents believed there was a need for additional brands, percent of respondents disagreed. Some people suggested that restaurants be located on each level, while others suggested that additional Chinese restaurants and ice cream parlors be added, and that more foreign brands be included. Some of them said that electronic equipment shops should be added alongside the tiny kiosks selling local items that may be seen on mall walkways. This would enhance client traffic even further [7].

4.3. Customer service

The majority of respondents were pleased with shopping mall customer service. Furthermore, 5.6 percent of respondents believe that salespeople should be there to assist prospective clients but should not participate in the purchasing process.

According to the answers, salespeople at certain businesses are really courteous and competent, and they actively assist customers in making purchasing decisions and closing transactions. They also believe that sales are influenced by the staff's friendliness. In branded shops, salespeople are quite smart. They are well-dressed and will show a client a large number of items without becoming angry. Local market salespeople, on the other hand, get angry. Product purchases are obviously aided by helpful and experienced salespeople.

This research discovered that the number of adolescents polled had a low degree of purchasing intention, and so those teens that used internet shopping the least had the greatest level of buying behavior. The findings also show that younger teenagers are less socially driven to buy. Whereas the emphasis of this research is entirely on teenagers' online purchase views and actions, the findings imply that shopping goals and pleasure are essential aspects in things in context shopping decision-making. While some of these recent researches on shopping motives or teenage customers give insight into both fields of interest, none of them directly analyze the impact of shopping motivation on adolescent consumers' shopping delight. As a result, the responses to the following two study questions will ideally contribute to the present body of knowledge in teenage socialization by identifying the most common purchasing motives among adolescents and where these motivations influence adolescent shopping pleasure.

5. CONCLUSION

Consumers in Delhi are generally pleased with their whole major shopping encounter and feel completely at ease since they see it as a "One-Stop Shop" for a broad selection of items and names, according to the survey. Consumers get a lot of bang for their buck when they shop in malls. Shopping centers in Delhi received high marks. General features such as the general atmosphere, the air conditioning, the cleaning, the parking space, and the staff's advice received high scores. Unfortunately, when it comes to safety precautions, there is a significant lack of understanding among the general public, Visitors. At reality, many are unaware of the kind of security precautions that might be expected in a shopping complex. Mall security should devote greater attention to this topic by making provisions for such amenities and maintaining the mall's cleanliness. Clients were

made aware of the situation via appropriate signs and prompt answers.

Ultimately, this research shows no substantial differences in men's and women's shopping habits, preferences, or purchasing intentions. This is really a positive indicator for women's expanded roles. Nevertheless, and there's a little difference in attitudes in accordance with the purpose of visit, with males agreeing that they attend malls often for amusement and women agreeing that they visit malls only sometimes for pleasure. The study also shows whether shopping centers are great places to socialize, particularly for the youth of today, since they can hang out, spending time with family, and eat out in addition to shop. The amount of females employed suggests that any expansion and multiplication of shopping centers will be favorable. Working class women have a part in influencing purchase choices and raising living conditions. That survey also revealed that medium and upper-class households have increased their spending power. The fact that many families have two incomes is also a solid sign that shopping centers will survive.

Well before for buying is indeed the new buzzword in terms of purchase choices, particularly in the era of the Internet. The prevalent tendency is to do research into things to be bought, bridge blogs, and seeking internet views. Delhi is no exception, with the proportion of customers stating that they plan ahead of time before shopping. Whilst promotion is important in enticing consumers, it is the availability of valuable advice, attention, and forethought that impact shopping decisions. In malls, nevertheless, in-house marketing and signs have a greater potential to entice people to make purchases, since many customers come malls for shopping online. As a result, mall retailers may concentrate their efforts in this region to draw more people. Consequently, pre-planning as well as in promotion provide clarity, allowing customers to make smarter purchase choices.

The survey also shows that there is still a relationship between Khiranas and the quality of products available in malls, particularly in areas like Delhi. Also, although the majority chose "Mall proximity" as a vital factor in shopping, there is always room for alternative stores to thrive. If the only objective of shopping is to buy things, people would prefer go to a better Khirana or a neighboring small mall than journey all the way to a mall.

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