Globalisation, Consumerism and the New Middle Class: A Study on Emergence of Mall Culture in Odisha, India

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Abstract

Consumerism is considered to be the by-product of liberalisation and globalisation. India has experienced the great socio-economic transformation after the policy of liberalisation during early 1990s. Consequently, emergence of the new middle class has been noticed. Shopping mall culture has emerged after the opening up of Indian economy and known to be largely a class phenomenon, not a mass phenomenon. Mall culture has become popular in consumerist society and mostly controlled by the corporate magnets. There is a constant striving to enhance the needs of the new middle-class through the proliferation of new products and brands in the malls. This study has been conducted in selected 5 shopping malls in Bhubaneswar city i.e. the capital of Odisha. Purposive sampling technique was used to select 200 respondents in 5 shopping malls, administering Interview schedule and FGD for data collection. There is an attempt to explore the reasons for consumer preference and attraction towards the malls. Most of the consumers at the malls located in Bhubaneswar belong to the new middle class, having good income with education. They prefer to visit shopping malls due to convenience, entertainment, a medium to depict status symbol, brand preference and availability of more product options with discounts.

Key words: *Globalization, Consumerism, New middle class, Shopping mall, Conspicuous consumption*

I. Introduction

Consumerism is becoming very popular across the globe through the process of Globalisation and economic liberalisation. Globalisation influences de-territorialisation and a borderless world has emerged.The collapse of national borders extends free movement of capital, culture, ideas, technology, and people in all over the world. In India,the economic liberalisation has led the transformation in the socio-economic setting of the country. The economic reform has brought a plethora of new private job opportunities. The transformation is reflected in the employment sector, steered the emergence of new middle-class segments; especially those who are educated and employed. The new middle-class orients to adopt western culture showing in their lifestyle, clothing patterns and products in the era of consumerism.The new

trend of shopping mall culture helps to meet the needs of modern consumers of India in different places, especially in cities. Economic reform in India permits the Multi-National Corporations (MNCs) to open large shopping malls in urban areas. The luxury products and brands are affordable and accessible by the new middle class. Mostly the consumers who regularly access the shopping malls belong to the urban new middle class having substantial amount of family income, education and occupation. Shopping mall culture encapsulates a new social dividing practice at the downside apart from all the merits. This study tries to analyse the category of consumers who regularly visit the malls in Bhubaneswar city and the underlying reasons for their attraction towards the malls. The socio-economic profile of consumers at the malls and their shopping behaviour helps in identifying the different options and product preference. The findings on the customers' preference towards shopping malls in Bhubaneswar reflect the notion of consumerism in the context of new middle class at large.

1. Relevance of the Study

The notion of consumerism in global and Indian scenario is an emerging area of research interest. There are studies on the shopping mall culture as an outcome of the process of globalisation. However, there are very few studies on the emergence of mall culture, its linkage with new middle class and their consumerist orientation. More specifically this study is relevant in a developing state like Odisha. In Bhubaneswar numerous malls are mushrooming currently and accessed by the customers from new educated middle-class background with considerably good income. This study specifically tries to examine the socio-economic profile, consumption behaviour and reasons for preference towards malls in the context of consumerist culture which is steadily evolving.

II. Review of Literature

The review section focuses on different relevant areas like globalization and consumerism, emergence of shopping malls in India and Odisha; the new middle class, their preference towards mall culture and their shopping behaviour. The literature review section is linked with the broad objectives of this study.

1. Globalisation and Consumerism in Global & Indian Context

Globalisation is a process but not a product. It affects every aspect of individual social life. Consumer culture and consumption standards are scattering across the globe by the process of economic liberalisation. The extensive form of Globalisation is an unexpected outcome of World War II which led the popularity of international trade. Trade barriers were collapsed through various agreements and especially by the General Agreement on Tariffs and Trade (GATT), which was later renamed as World Trade Organization (WTO). These trade agreements enable large degree of economic integration which promotes free trade and

facilitate to reduce tariffs or create a free trade zone (Rath, 2018). Globalisation is a universal process in the current era and consumerism has become the basis of its wealth. Consumerism is the by-product of global capitalism. Capitalist system develops with competition. Foreign companies are investing huge resources to enhance the need of the consumers for new products. Opening up of McDonalds, other fast-food restaurants, shopping malls and availability of new products with more options are influencing the choices of the consumers.

Globalisation in 21st century is the fusion of capitalism and advanced technology which is called as the techno-capitalism. It produces both homogenization and hetrogenisation in the form of identity. It impacts each domain of social life including social, cultural, economic, technological and environmental issues. Consumer based identities depend on commodities and the commoditised forms of self-hood in the society (Mccoid, 2004). Now Globalisation is encapsulating cultural homogenization and heterogenisation. Apart from the transmission of cultural traits, political systems and social institutions across many countries, it also enlarges the markets for finance, labor, especially products and brands across the national boundaries of the globe. The process which facilitates the presence of same lifestyles, products, consumption patterns and cultural experiences across the globe is called cultural homogenization. Like for instance domination of American culture in all over the world results cultural imperialism (ex- McDonalds). On the other hand, market faces many kinds of cultural brands and products which are called cultural heterogenisation. Fragmentation in the market shows the simultaneous presence of different and essentially incompatible patterns and modes of products, lifestyles and experiences leading to different cultural identities. Consumers irrespective of their nationalities are willing to experience and follow different styles and cultural products to show their identities. Culture is now regarded as a marketable commodity. The consumer culture produced and promoted by various agents who work directly in the market economy called as the managers, marketers, creative and independent brokers. They analyze and criticize consumer products by cultural intermediaries namely the media figures like film producers, celebrity, politicians etc. who disseminate alternative models of consumption behavior (Firat, 1997). As per the view of Veblen, consumption is conspicuous. It is a striving to display or convey one's status in the society. It is also considered as a tendency to compare how they are different to others. People now orient to shop clothes, furniture, food and other items to show one's sense of style and ability to be dissimilar from others. Nowadays consumption is considered as a means to uplift one's status in the eyes of others (Veblen, 1899). In India, the policy of liberalisation was introduced during early 1990s. This new industrial policy was a landmark for the Indian business which reduced tariff barriers and opened the economy for various global competitors. This period is considered as the cornerstone for the privatization of public sector enterprises and solicitation for foreign investment. The neo-liberal discourse led the shift from a state-controlled economy to a more accurately the mixed-economy and started promoting consumer

choices. However, the broad socio-economic transformation in India is taking place due to the expansion of the new middle class to a large extent. The new middle class has emerged with changes in their character, composition and transformed relationship with the pattern of consumption (Vedwan, 2007).

Consumers of India, residing in the cosmopolitan cities accept the culture of west and prefer foreign brands and this is called consumer acculturation. Consumer acculturation is defined as a process in which consumers make a shift from local consumer culture to global consumer culture with regard to specific cultural components. There are some factors responsible for the consumer acculturation in India and the promotion of consumer culture at large. These factors are described below.

i. Attitudinal-Consumer Acculturation: It refers to the process of adopting the identity, beliefs and values of other culture by the consumers of a particular cultural background.

ii. Behavioral-Consumer Acculturation: Some of the remarkable features like language habit, leisure activities, communication style, dietary habits, dress preferences and social behavior are oriented to a larger extent by foreign culture and practices. Individuals are now turning to acquire behaviors of the dominant groups more rapidly than ever before.

iii. Cosmopolitanism: It refers individuals' desire to engage with other cultures, which led to the adaptation of other cultural brands and products.

iv. The Marketing Strategy of MNCs: The marketing strategy of the MNCs is now more focusing on the communication media and internet as the principal mediums to hook to the consumers into a consumerist bubble. This is the principal driver of consumer acculturation.

v. Social Interactions: The growing degree of social interaction with foreigners by travel, migration and contacts led to the influx of foreign culture into the local culture.

vi. Global Mass Media Exposure: The growing extent of world-wide access to internet, television and other forms of mass media enable a global culture of consumption.

vii. Preference towards Foreign Brands: The presence of international brands in the Indian market act as the strong forces of consumer acculturation. Consumers today have the target to own brands from the economically advanced countries to attain self-gratification and feel like a part of the same culture, from where these brands/ products have originated. Mass media and internet are now playing very key role to come closer to the foreign brands. Increasing rate of consumer preferences towards foreign brands has led to the promotion of consumer culture in India. The above discussed factors for consumer acculturation are influencing the consumerism more and more to the process of globalisation and economic liberalisation (Verma, 2015).

The entrance of foreign businesses in India continues to offer lucrative chances for Indians

and foreigners at large. However, these opportunities are mostly availed by the educated youth who possess the adequate skills and always prepared to adopt various job positions. The entrance of MNCs in the market of India are trying to meet local desires of people and generating a new market for western style products and brands. While the lucrative work opportunities in Indian market on the one hand and the easy accessibility of international brands at the shopping complexes on the other hand to certain extent hampers the local forms of production and traditional forms of distribution. The increasing trends of shopping complexes and multiplex malls having the modern entertainment opportunities with multiple brands in the cities are influencing the consumer culture.

The growth of new middle class is considered to be the driving force for economic growth because customers accumulate goods and services for a higher social status and for market-driven demands (Ponte and Campos, 2018). Consequently, the new Indian middle class is considered to be a consuming agency in the post-liberalisation period by separating itself from the colonial period middle class. Prior to the advent of neo-liberal era i.e during early 1990s, consumption was seen as the necessity-based activity; however economic liberalisation facilitates the conspicuous consumption process along with the consumer culture.

2. Emergence of Mall Culture and Shopping Preference in India

The notion of shopping mall is not very old in India in comparison to other foreign countries of the world. The concept of mall was first introduced by Victor Gruen and considered to be the father of American shopping malls. In India, the first shopping mall was introduced in the year 1999 namely the Ansal Plaza in Delhi. However, after 2003 malls were found in metro cities like Mumbai, Bengaluru, Kolkata, Chennai, Hyderabad, Pune and the tier two cities like Noida, Gurgaon, Ghaziabad etc. Now the mall culture spreads too many sub-urban areas and found to be an acceptable trend in the market. Shopping malls are being chosen by most of the customers nowadays in order to purchase all the products under one roof which helps to save their time, money and energy at large. In India most of the shopping malls provide all the required products to the customers, based on their expectation for price, availability, packaging of the products, quality, availability of brands and infrastructure (Mohanraj and Jaganathan, 2018).

In India, shopping malls are mostly located in urban residential areas. The site selection of a shopping mall is determined by a range of factors like- local urban dynamics, nearness of an affluent middle-class population, access to roadways and public transport, availability as well as the cost of land at large. In Delhi, a large number of shopping malls are located near to the metro lines having the middle class and upper middle-class neighbourhoods. Middle class and the upper middle-class sections are the target customers for the shopping malls (Raultetal. 2018). Now the accumulation of specific commodities and brands are becoming the means for social mobility as well as the domains of upgrading one's position in the urban setting of India. The new middle class increases the consumption practices and

aspires to have privileged lifestyle in order to form class identity by conspicuous consumption. However, this trend of new middle-class consumption was unnoticed earlier in India. The new middle class is becoming the target group in the market for accessories, cosmetics, electronic gadgets, western-style clothes and branded products etc.

3. New Middle Class and Shopping Behaviour

The section of new middle class is not a homogeneous group. As per the explanation of Mathur, the "old middle class" is repeatedly compared with the emerging section of "new middle class". The old middle class is described in terms of association with the production system and it comprises the business classes. However, the new middle class in the current phase are educated and economically affluent group of people. The new middle class are normally engaged in technical and professional forms of employment (Mathur, 2010).

As per the view of Beteille (2003), the new middle class traces more emphasis on occupation, education and salaried income in the domain of employment than property ownership. In addition to income, occupation and education; English language skills are important markers of Indian middle class (Fernandes and Heller, 2006). The new middle class comprises of the educated people from different castes, employed in offices, part of white-collar jobs with an ambition for upward social mobility (Saavala, 2010).

French sociologist Pierre Bourdieu (1984) has developed the concepts of 'habitus' and 'field' to understand how class structures are reproduced by social groups. Habitus is the system of dispositions, depicts the attributes of different classes. Field is the social setting where these dispositions are deployed and strengthened by the accumulation of different forms of capital (economic, cultural and social). It is the site of struggle where groups aspire to maintain and alter the distribution of capital. With respect to the field of consumption, key focus of struggle is to access the legitimate, middle brow and popular culture. Those who possess the large amounts of economic and cultural capital aim to impose hierarchy on those having less capital (Allen and Anderson, 1994).The new middle-class has higher economic, cultural and social capital to create the distinctidentity (Anantharaman, 2015).

Now in the era of globalisation and consumerism, the new middle class aims to form its identity and acquire status symbols by visiting the shopping malls (Voyce, 2007). Taking into account the "Habermas" notion of public sphere, malls represent the places where the middle class iscreating new identities through consumption of goods (Habermas, 1989). Now the consumer culture has been enhanced by proliferation of global brands in the market, followed by the opening up of the economy and the popularity of mass media. Shopping malls are becoming the icons of consumer society (Sterne, 1997). In addition to that, shopping malls are becoming the ideal space for teenagers. Shopping malls are represented as the familiar places, accessible by public transport, protected from the unfavourable weather and offer many activities to the customers which show that the space is safe. The modern clienteles

who spend time in shopping malls are more excited and satisfied. The era of consumer society is characterised by mass consumption, with specific price for sale and purchase (Spilkova and Radova, 2011).

The shopping behaviour of consumers is different from one country to another due to cultural diversities and altering economies. Frequency of shopping is also considered as an important component while studying shopping behaviour of the consumers. Shopping is further considered as a household task, a form of entertainment and the site of relaxation in current society (Dholakia, 1999). In India the great transformation is occurring in consumer behavior because of changing lifestyles and rising aspirations among the new middle class. The growing aspirations for the material comforts in urban areas are influenced consumer culture (Mohanty, 2012).Taking into account the shopping behaviour of people from different generations, the young consumers are having high levels of satisfaction from shopping. Teen agers love spending time at shopping malls with all social and material attractions. The generational differences in attitude towards shopping malls depend on the hygiene factors, ambience, locational convenience and entertainment features (Thalgaspitiya and Hettiarachchi, 2018).

At the downside, a market-driven ideology combined with the upwardly mobile middle class leads to the legitimate growth of personal wealth through the logic of merit,which helps them to live in the confined world of 'prosperity'? Consequently, there has been the tension between the people from upper class and lower class. The neo-privileged sections find the chance to sustain and own the consumer goods at large-scale compared to the poor (Chakravarty, 2008). Shopping space is the medium through which social hierarchies are produced and legitimised at the shopping centres (Richer 2005). In India shopping malls are creating new social dividing practices in the neo-liberal era. Large foreign companies were ensured to invest in mega shopping centres in India. However, the vibrant economy promotes the development of new quasi - public spaces such as shopping malls. The new public places set invisibility of those who are not part of the new middle class consumer group and led the social dividing practices, separating middle class consumers from the rest (Voyce, 2007).

4. Shopping Malls in Bhubaneswar, Odisha

In Odisha, the middle class is the target consumer of the modern retail industry and this section always gets attracted towards the newer products, resulting in the faster growth of retail industry in the state (Anandetal., 2017)**.** Bhubaneswar is the capital of Odisha and it is also the largest city of the state. After the policy of liberalisation many private job sectors are opened up in the capital city of Odisha. Most of the rural belt people migrate to the capital city for the purpose of employment. Many MNCs and corporate sectors offer more job opportunities to the younger generation. In addition to that, as Bhubaneswar is the capital of the state, most of the government jobs are available in this city. Many governments and private colleges, universities and technical institutions are located in this city; with a large

number of young students for the purpose of higher education. After the policy of liberalisation lots of shopping malls have opened up in this city to hook the young masses. Malls have adopted innovative techniques to increase the demands of commodities. Shopping malls are always focusing on the foreign brands and products to meet the needs of the modern consumers. The modern consumers who are residing in the capital city of the state try to adopt western culture and products. The place of mall is a luxury outlet in Bhubaneswar city where one can avail variety of products at discounted prices. Some of the malls are located in huge buildings with multiplexes for the recreational purpose and customers can enjoy movies inside the mall (Saroj, 2019).

III. Methodology

Methodology refers the broad theoretical and philosophical frame of any research problem. It includes the wide range of methods and techniques, the theoretical logic and manner in which these are used. Research methodology is a way to systematically solve the research problems (Kothari, 2014).

1. Objectives of Study

1. To examine the socio- economic profile of consumers at the shopping malls
2. To studythe consumption behaviour of new middle class at the malls
3. To assess the reasons behind consumer preference for shopping malls in Bhubaneswar

2. Area of the Study

This study was conducted at the selected five shopping malls in Bhubaneswar. The city is now famous for the mushrooming growth of western model shopping malls. Nowadays, shopping malls are the best marketing trends for the marketers. Selected consumers of these five shopping malls are taken as the respondents of this study. All the five shopping malls are well-known in Bhubaneswar for multiple foreign brands, entertainment opportunities, ambiance, food products, multiple products, discounts and offers. A brief glance of the background of selected five shopping malls for this study is given bellow.

***a. Pal Heights* (Jayadev Vihar) :**

This shopping mall is located at JaydevVihar, Bhubaneswar and started functioning in the year 2008. It is situated next to the *Pal heights* hotel at Jayadev Vihar. This mall has food courts, restaurants and a hyper-market facility. The area includes 200,000 sq. ft. land. The most famous brands like the Titan, Adidas, Lotto, Biba and many more are available here. This mall is also famous for international fast-food outlets and people enjoy food and music along with shopping. KFC is much more famous in this mall for fast food items.

***b. Forum Mart* (Kharabela Nagar) :**

This mall is the largest as well as one of the oldest malls in Odisha. This mall is located at Kharabela Nagar, Bhubaneswar. This mall has started functioning in the year 2004. It offers

many branded products with discounts and offers. Grocery shop (Big Bazaar) is more famous in this mall. National and international branded products are available for the customers. Restaurant facility and fast-food provision are present to attract the customers.

***c. BMC Keshari Mall* (Ashok Nagar) :**

This mall is located at Ashok Nagar, Bhubaneswar and well known for both national and international brands. The famous brands like Levi's, Jockey, Max and Adidas etc. are available. It also offers the modern recreational facilities such as music, movie and many more things. This mall attracts both the tourists as well as the inhabitants of this city. Entertainment opportunities are also available. This mall is much more famous for garments.

***d. Esplanade* (Rasulgarh):**

This mall is located at Rasulgarh Industrial Estate, Bhubaneswar. It occupies total commercial space of 1,000,000 sq. ft. with a retail floor area of 400, 000 sq. ft. This mall is the biggest mall of Bhubaneswar. Many global and regional brands have added to the international look. This mall is famous for multiple fashion brands. Some of the most famous brands like W, Biba, Nykaa, Levi's, Spykar, Titan, Caratlane and Voylla etc. are available here due to which the popularity among the customers has increased. The youngsters prefer this mall for shopping, food consumption and entertainment at large. This mall has multiple stores such as apparel, beauty/personal care, salon/spas, electronic appliances, food services, footwear, sportswear, home products, jewellery and accessories etc. The mall is more famous for Reliance Trends, Reliance Digital, Big Bazaar and Max.This mall is also popular for international fast-food chains.

***e. Central Mall* (Sahid Nagar):** This mall is located at Sahid Nagar, Bhubaneswar and offers multiple products to the customers like apparels, cosmetics, fragrances, eyewear, watches, accessories, sports-wear, toys, mobiles, electronics and many more things for the family shopping.

3. Research Design

Exploratory research design has been applicable for this study as it more flexible to explore an area which a researcher is taken. Researcher has little knowledge about the problem. This research design is used to explore an area where little is known or to investigate the possibilities of undertaking a particular research study (Kumar, 2011).

4. Sampling

The non-probability sampling, more specifically purposive sampling technique was used to select the targeted group of respondents at the five shopping malls in Bhubaneswar on the ground of accessibility to the researcher. As the population is more fluid in nature and to

access the targeted group of customers inside the mall, purposive sampling was more applicable in such situation. By the purposive sampling technique 200 respondents were selected from the five shopping malls in Bhubaneswar. In total 100 female and 100 male respondents were selected purposively by the researcher. Sample table with respondents' details are mentioned in Table-1.

Annextures (List of Tables:1-4)

Table-1: Sample table of the respondents

Name of the Shopping Mall		No of respondents		
		Male	**Female**	**Total**
1	Explande	20	20	40
2	Forum Mart	20	20	40
3	BMC Keshari Mall	20	20	40
4	Pal Heights	20	20	40
5	Central Mall	20	20	40
6	Central Mall	20	20	40
	Total	**100**	**100**	**200**

5. Sources and Tools for Data Collection

This study is conducted by using both primary and secondary data. Primary data was collected by using the tools like interview schedule and focus group discussion (FGD). The semi-structured interview schedule was used to collect data from different malls. In total 200 respondents were participated in the interview process including various age groups. Specifically, 100 female and 100 male customers were selected purposively by the researcher. Besides the personal interviews, five focused group discussions were conducted for the qualitative assessment of the product preference and shopping behavior of the respondents from different age groups. All most 40 respondents had participated in the focused group discussions in five shopping malls including the age groups of 18-35, 36-50 and 51-65. More specifically 8 respondents at each mall were chosen to get involved in the focus group discussion. Secondary data was taken from the published journal articles, books and official records.

IV. RESULTS AND DISCUSSION

After the description about the review and methodology, this section includes the findings of the study, based on the objectives. Data has been captured on the shopping behaviour of the consumers and the major reasons for their preference towards shopping malls compared to the general shops.

1. Demographic Details of the Customers:

The demographic details of the customers give a picture about the category of people who visit the mall for shopping in the city of Bhubaneswar, which has a linkage with other variables like product preference, shopping behaviour etc. Socio-economic profile of the respondents in this section includes their age, education, income and occupational status.The Socio-economic Profile of the Respondents is mentioned in Table-2.

Table-2 : Socio-economic Profile of the Respondents

	Age Structure		**Educational Qualification**		**Monthly Family Income**		**Occupational Status**	
Sl. No.	Age range	Frequency with %	Education	Frequency with %	Monthly Income	Frequency with %	Occupational status	Frequency with %
1	18-35	80 (40%)	Matric	10 (5%)	<30,000	30 (15%)	Private-job	80 (40%)
2	36-50	74 (37%)	Intermediate	14 (7%)	30,000-60,000	50 (25%)	Gov-job	60 (35%)
3	51-65	40 (20%)	Gradute	60 (30%)	60,001-90,000	56 (28%)	Student	36 (18%)
4	>65	6 (3%)	Post-graduate & professional education	116 (58%)	>90,001	64 (32%)	Self-employed	18 (9%)
	Total	**200**		**200**		**200**		**200**

(Source- Primary data from 05 shopping malls)

Taking into account the age group of the consumers, it was found that 40% of the consumers at the malls are the youngsters between the age group of 18-35 years. The young masses are the lucrative consumers who seek to lead a modern life style and prefer brands to show their status along with the peers. Shopping malls meet the ever-changing needs of the masses from younger age groups. It is also the ideal place for the teenagers because of the free mobility and to spend their leisure time in a safe place. Mall is also considered a place for the young people to form some identities and to create their own micro culture (Spilkova and Radova, 2011). However, some customers of this age group have less purchasing capacity at the same time mall provides them a meeting place and a free space (Rault, etal, 2018).The students and the newly employed people come under this category. Shopping mall culture is largely a class phenomenon not a mass phenomenon. This study has found that most of the consumers are employed persons either in the private sectors (40%) or in the government sectors (33%). Majority of the consumers (60%) have reasonably good family income with an income range of Rs. 60 to Rs 90,000/- and above per month. These new middle class people observe the products through the advertisements and from the other potential customers. Currently in India, the new middle class is becoming the target consumers who prefer to have western clothes, accessories, cosmetics, cuisines, electronic implements, films and music products etc. (Mathur, 2010). Majority of the consumers are educated and have the English knowledge

to cope up with the shopping mall culture. The findings of this study havealso revealed the fact that most of the consumers at the shopping malls possess the cultural (well-educated and employed) and economic capital (good income). The lifestyle and aspiration of the respondents are the signs of their inclination to consumer culture.

2. Customers Shopping Behaviour

Shopping behaviour of the consumers at the five selected malls in the city of Bhubaneswar reflects their preferred day of visit, mode of transportation to reach the mall, frequency of visit and average amount spent in each trip at the mall. These components are helpful to know about the behaviour of the modern consumers at the mall as per their socio-economic status. The time of visit and the preferred day of visit to the mall will show customers' orientation towards the mall in accordance with their convenient work schedule. The mode of transportation to rich the mall, frequency of visit and the average amount spent in the mall would reflect the class status and lifestyle of the customers. Shopping behaviour of the consumer is mentioned in Table-3.

Table-3 : (Shopping Behaviour of the Consumer)

Sr.No	Shopping Behaviour		Frequency With %	Sr. No	Shopping Behaviour		Frequency with %
1	Time of Visit	Morning 10am-12am	24 (12%)	4	Day of Visit	Weekdays Monday-Friday	34 (17%)
		Afternoon 3pm-7pm	92 (46%)			Weekends Saturday & Sunday	90 (45%)
		Evening 7pm-10pm	84 (42%)			Offer/discount	76 (38%) days
2	Frequency of Visit	Once in a week	116 (58%)	5	Transport to Reach Mall	Personal car/taxi	94 (47%)
		Once in 15 Days	60 (30%)			Personal motorbike	76 (38%)
		Once ina month	24 (12%)			Public transport	30 (15%)
3	Duration of Visit	Within 2 hours	94 (47%)	6	Amount Spent in a Month	<10,000	44 (22%)
		Within 3-4 hours	96 (48%)			10,001-20,000	72 (36%)
		>4hours	10 (5%)			>20,001	84 (42%)

Table-3 reflects the broad idea about the shopping behaviour of the respondents at the mall. The result shows that, majority of the consumer i.e.45% come to mall in weekends and 38 % of consumers in offer days. As majority of consumers are employed, so they have the free time in weekends (Saturday & Sunday). The employed and youngsters mostly prefer to visit malls in weekends. Shopping malls provide better discounts and offers during the festive periods and customers prefer to visit during this time to get products in cheaper prices with

different options. With regard to the timing for visiting malls, students and young employed persons prefer to visit between 3PM-7PM, the self-employed people and women who are home-makers prefer to visit malls during 7PM to 10PM to make family shopping as per their convenience. As far as spending time at the mall and the frequency of visit in a month both are concerned, most of the consumers prefer to spend within 3-4 hours (48%) and within 2 hours (47%) in each trip to the mall. Majority of the consumers (58%) like to visit the mall once in a week. Mall environment provides them satisfaction for shopping and often it is a site for entertainment, a break from the monotonous life. Majority of the respondents are employed and with reasonably good salary, they spend more than Rs 20, 000/- in a month. Majority of the respondents use personal car or taxi (47%) and the motor bike (38%) for shopping purpose at the malls. Less number of young people, specifically the students (15%) depend on the public transport to access the mall.

3. Reasons for Consumers'Preference towards Shopping Mall

Some of the factors like mall ambiance, entertainment, one stop shopping, proximity to home, time saving and availability of modern amenities etc. can influence the consumers' preference for specific products in the mall. Their preference to visit the mall may vary among different consumers. Therefore, the respondents were asked to mention the reasons for preference towards malls. Reasons for consumer Preference towards shopping mall is mentioned in Table-4.

SI. No	Reasons for Mall perference	Ranking in Five point scale (1-5) with%					Total
			5	4	3	2	1
1.	Modern Amenities	110 (55%)	20 (20%)	20 (10%)	20 (10%)	30 (15%)	200
2.	Time Saving	110 (55%)	16 (8%)	10 (5%)	18 (9%)	46 (23%)	200
3.	Global Brands	96 (48%)	20 (10%)	20 (10%)	24 (12%)	40 (20%)	200
4.	Entertainment	86 (43%)	20 (10%)	24 (12%)	20 (10%)	50 (25%)	200
5.	Offer/disounts	120 (60%)	30 (15%)	20 (10%)	20 (10%)	10 (5%)	200
6.	One Stop Shopping	112 (56%)	16 (8%)	18 (9%)	14 (7%)	40 (20%)	200
7.	Proximity to Home	72 (36%)	24 (10%)	20 (10%)	16 (8%)	68 (34%)	200
8.	Good Ambiance	106 (53%)	20 (10%)	24 (12%)	30 (15%)	20 (10%)	200

Source: Primary data from 05 shopping malls

The result reflects that 55% of the respondents prefer malls to avail modern amenities. As most of the consumers are employed in various government and private sectors, 55% of them prefer to shop at malls to save time in their busy schedule. One stop shopping is also the most important factor for the consumer's attraction towards the mall, 56%of the consumers prefer to visit malls to get all kinds of products under one roof which is convenient to them. Out of the total respondents, 43% of the youngsters prefer shopping malls for entertainment

purpose. Good ambiance of the malls is also crucial for the customers toget attracted towards the malls and 53% of the consumers prefer mall for good ambiance. As far as the brand preference is concerned, many of the consumers (48%) prefer shopping malls for varieties of international brands. The modern consumers aim to look like "modern" by using global brands. The penetration of global brands indicates the notion of "global convergence". The brands and brand images provide the platforms to stimulate consumer preferences (Vedwan, 2007). Around 36% of the consumers also prefer shopping mall because of the proximity to their home. At last, as shopping malls are providing better discounts in various occasions, number of consumers i.e. 60% prefers malls to buy products with discounts and offers. Hence in this study it is revealed that the determining factors for preferring shopping malls include modern amenities, multiple global brands, entertainment, different offers and discounts during festive season, one stop shopping with spending less time, proximity to home and ambiance.

4. Findings of FGDs and Observation on the Shopping Sites

i. Crazy to be Like Modern:

The new middle-class consumers who regularly prefer shopping malls are the aspirants to be like modern by purchasing products and global brands at the malls. Most of the consumers at the shopping malls are well educated and having good English speaking and communication skills. Many of them try to adopt modern communication skills, dress patterns, food items and shopping patterns to be idolized as modern.

ii. Status Symbol:

Now malls are becoming the domain for creating social visions and maintaining status for the modern young consumers. Most of the employed (Government & private) people are residing in the capital city of Odisha i.e Bhubaneswar, having good income. They access select commodities, brands and services for the purpose of upward social mobility. The grip towards the social mobility on the domain of consumption triggers consumerism at large. This new middle class has the aspiration towards the privileged lifestyles and class identity through consumption practices. The young educated and employed new middle class seeks to form identity by visiting western style shopping malls. They also try to look different from the people in the same group and also from the others.

iii. Place of Relaxation and Self-gratification:

The youngsters are crazy to spend time with their friends in malls than the other public places. Malls with glittered environment and music are just like the heavenly place for the young consumers to get relaxation and entertainment with friends. The employed persons also prefer the malls to be free from their busy work pressure.

iv. Discounts and Offers during Festive Period:

Most of the consumers prefer the festive period to visit the malls because of the discounts and offers for the preferred brands and products. Malls display the offers and discounts to attract the consumers.Those brands are very costly during the normal days and can be relatively cheaper at the offer days. Consumers like to come at offer days to avail the discounts and save money.

v. Safe Spaces for Women Consumers:

The place of shopping mall is being considered 'safe' for the women. Usually, women have the limited options to go out from the home and public places because of their confinement at home in a male dominated society. At the shopping malls in Bhubaneswar the employed and non-employed women always feel safe to spend their free time due to the large crowd and provision of more staff who are alert. Shopping mall is the better place for the women to purchase multiple products and brands and having restaurant facility for their children. The young girls also choose shopping malls to spend their leisure time with their friends having no restrictions.

vi. Shopping with Restaurants:

Now shopping malls are providing the facility of eateries to the consumers. Most of the malls have the fast-food outlets and the youngsters prefer to visit malls for their preferred food with entertainment. The unemployed women like the shopping malls with facilities of eateries, where they can enjoy the food with the kids at a single place.

V. Conclusion

This study reflects the notion of consumerism and the growing presence of mall culture at the phase of globalisation and liberalisation. The new middle-class is the target consumers for the shopping malls. This study has revealed that most of the consumers at the five shopping malls are educated, employed with relatively good salary and always prefer the shopping malls for entertainment, products with discounts, multiple brands and status etc. Shopping malls are mushrooming largely in most of the big cities to cater to the needs of the new middle class. The lifestyle and aspirations of consumers reflect the consumer culture at large. Shopping malls have started becoming the preferred spaces for the new middle class, which promote the consumer culture.

In contemporary Indian society, consumer culture has become more prominent and powered by the growth of disposable income in the hands of new middle class along with a large number of products with diverse attributed available in the market. Shopping malls are becoming the icons of consumer society. They are being considered as the prophets of advanced capitalism and are known as the microcosms of the current cultural epoch. The

visions of the shopping malls have become the social visions (Sterne, 1997). The major determining factors for preferring shopping malls include modern amenities, multiple global brands, entertainment, offers and discounts during festive season, one stop shopping, less time spending by the customers, easy access and ambiance. There is more emphasis on occupation, education and salaried income compared to the ownership of the property. The study findings depict the consumers' socio-economic profile, preference for shopping malls and the consumption behaviour at the malls in Bhubaneswar city, Odisha. Globalisation process facilitates the integration and interconnection among countries across the globe. It enforces the free flow of culture across the globe. Consumerism is the result of globalisation and economic liberalisation at large. The emerging trend of new middle class in India and Odisha after the economic reforms has led to the promotion of consumer culture. Shopping mall culture acts as a medium to enhance consumerism at global and local spheres.

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