INTRODUCTION

Consumer behavior is a rapidly growing discipline of study. Understanding consumer behavior and knowing consumers are not that simple. It is almost impossible to predict with one hundred percent accuracy, how consumer will behave in given situation. We, as consumer exhibit very significant differences in our buying behavior and play an important role in different conditions be it local, national, international economic condition. One of the few aspects common to all of us is that we are all consumers and reasons for a business firm to come into being is the presence of consumers who have unfulfilled, or partially fulfilled needs and wants.

Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy. It is a subcategory of marketing that blends elements from psychology, sociology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

With international brands flooding in the market malls are coming up to accommodate a larger number of brands under one roof. Malls have taken the place of few parks in the city where the family go together to enjoy. All these malls have plenty of open spaces where people can unwind. One shop stop for people with different needs and for those looking for a day long shopping and entertainment. These shopping malls are a complete family destination with theatre, games, fine dining and shopping with the outlets of leading brands so, it is more of a shoppertainment.

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vicinity of these malls have changed. It has been observed that lots of people from higher class to higher middle class to middle class like the concept of One shop stop which was till day was very popular in western countries.

With new shopping-malls having become operational in many cities across India, it is interesting to observe how the shopping-behavior of consumers in the vicinity of these malls has changed and thereby draw some lessons that could be of some use to the developers of hundreds of new malls that are currently under planning or construction across India.

It is still not too long ago that the operators of a particular new shopping-mall at Mumbai had to contemplate restricting entries of visitors by imposing conditions that such entry was limited to those having mobile phones or credit cards

Today India has become one of the potential markets globally; it is interesting and challenging to study how Indian consumers are responding to market changes and innovations.

The origins of retailing in India can be traced back to the emergence of Kirana stores and mom-and-pop stores. These stores used to cater to the local people. Eventually the government supported the rural retail and many indigenous franchise stores came up with the help of Khadi & Village Industries Commission. The economy began to open up in the 1980s resulting in the change of retailing. The first few companies to come up with retail chains were in textile sector, for example, Bombay Dyeing, S Kumar's, Raymonds, etc. Later Titan launched retail showrooms in the organized retail sector. With the passage of time new entrants moved on from manufacturing to pure retailing.

Retail outlets such as Food world in FMCG, Planet M and Music world in Music, Crossword in books entered the market before 1995. Shopping malls emerged in the urban areas giving a world-class experience to the customers. Eventually hypermarkets and supermarkets emerged. The evolution of the sector includes the continuous improvement in the supply chain management, distribution channels, technology, back-end operations, etc. this would finally lead to more of consolidation, mergers and acquisitions and huge investments. Today retail industry is the largest industry in India,
with an employment of around 8% and contributing to over 10% of the country's GDP. Retail industry in India is expected to rise 25% yearly being driven by strong income growth, changing lifestyles, and favorable demographic patterns.

The concept of Shopertainment is hard to define in the context of a shopping center. The present study, however, focuses specifically on changing behavior of consumers towards Shopping mall rather entertainment centers within malls, containing a variety of entertainment opportunities, including various types of rides for children, carrousels, miniature golf courses, soft play structures, simulator rides, etc. Although malls have traditionally offered several different types of entertainment options, it is this category that has seen the most growth in recent years.

Most previous academic research studies have treated such entertainment centers as just one additional characteristic of a shopping center which could be included in retail gravitational models to predict consumer patronage of shopping centers or the market potential of a particular location. Such gravitation models have traditionally included factors such as distance and travel time, size of a shopping area, characteristics of the shopping center, consumer characteristics, and the cost of shopping to consumers (Craig, Ghosh, & McLafferty, 1984).

In terms of shopping center patronage, Bellenger et al. (1977) found that some consumers placed the greatest value on convenience and economic attributes including convenience to home, accessibility, and the presence of services such as banks and restaurants. Others, however emphasized recreational attributes including atmosphere, fissionability, variety of stores and merchandise. More recent studies have supported these results on the importance of recreational attributes including atmospherics (Donovan & Rossiter, 1982); pleasurable shopping experiences (Dawson, Bloch, & Ridway, 1990); and the social aspects of mall shopping (Feinberg, Sheffler, Meoli, & Rummel, 1989; Jarboe & McDaniel, 1987).
It is found that assortment of stores, mall environment and shopping involvement have a differential influence on excitement and desire to stay in malls, which in turn are found to influence patronage intentions and shopping desire in malls (Wakefield and Baker, 1998). However, it is evident from some research studies that conventional retailers in and around the mall and new age tenants have different target groups to serve, small traditional retailers possibly coexist around large shopping malls. Contemporary retailers seem not to have evolved enough to replace conventional retailers around their marketplace (Ibrahim and Galven, 2007).

A common observation about shopping malls is their similitude. Despite such uniformity, shopping malls are increasingly using place branding as the basis for promotional activities, assortment of shops and customer services at all levels of mall. The effectiveness of malls is enhanced by measuring shopper traffic and sales of retail tenants (Parsons and Ballantine, 2004). Developing the inside and outside ambience of shopping malls to enhance the shopping experience is a recent concept in retailing, and many pleasant ambient stimuli such as product videos, music and fragrance help consumers to make positive buying decisions. Consumers make holistic evaluations of shopping malls in view of the arousing quality of ambient stimuli for buying products, and derive satisfaction from buying products and services. Consumers with strong shopping motives are found to experience more pleasure and arousal, and find the mall ambience to encourage impulse buying behaviour (McGoldrick and Pieros, 1998; Mattila and Wirtz, 2004). The most common configuration of shopping centres is linear. Parking and public conveniences are provided in the mall. Commonly, the ambience around shopping malls is devoted to parking, unless a multi-level parking structure is provided for customer use (Carter and Vendell, 2005).

However, as mentioned earlier, there has been very little academic research on mega malls and the effects of entertainment centers in such malls on consumer behavior. Most of the research conducted on this relatively recent phenomenon has been done by either mall developers in specific malls (e.g., Stiller & Smith, 1992) or by private research agencies which provide a fee-based information service.
The present study seeks to provide this support by investigating the factors which responsible in changing behavior of the customer towards emerging shopping malls in the city of Mumbai where people live from all strata. The current study proposes to understand what stimulates people to go to mall and do purchases. The study seeks to understand the shift from kirana stores to shop stop concept and shopping behavior of consumers. In particular, the characteristics and shopping behavior of consumers who visit the entertainment centers is investigated and compared to the characteristics and shopping behavior of consumers who do not.

**UTILITY AND SIGNIFICANCE OF THE STUDY**

Today shopping malls can be seen in perspective. It is not anymore only a place to do your shopping. It has gained status as a social phenomenon.

From the early 1980’s a new social phenomenon came to the forefront worldwide, the shopping mall. Although the concept of malls was to induce consumerism, inventors of this new concept could never in their wildest dreams visualize the social revolution it would start.

Make no mistake, although there was here and there some skepticism from the old school of thought that malls would die an early death, the concept took the world by storm. From day one it was a big hit with the sole purpose to provide everything under the sun under one roof or in one big complex. It also heralded in a new urbanization concept where everything was taken to the consumer in his comfort zone, suburbia. The days where you have to struggle to get to the inner-city to do your shopping in the Central Business District were gone. Now, for the first time everything were actually on your door step.

The benefit was that the days of dull consumer unfriendly buildings where you had to shop, were also counted. The focus on the mall was on what is worn, eaten, drunk, read, displayed and enjoyed. It had now a dual functionality, not only to sell and make money, but also to cater for consumers’ immediate pleasure and enjoyment. Enter the social phenomenon of malls!

But the inventors of malls took it one step further, they promised parents a safe haven for their children with guarantees of a gun-, drug-, and crime free environment where especially teenagers can come and be teenagers again, enjoy a milkshake or soda, a good movie or just socialize with their peers. Enter the mall rat, new social specie. Parents were more relaxed
when they know their children were at the mall. With a few bucks shoved in their hands teenagers could set off for socializing with their friends in a superficial environment. It tends to imprison those who frequent it, in a shallow and materialistic present day. And the pleasure which it is suppose to provide is just as imaginary and temporary. But, do not make the mistake; it is not only teenagers who became addicted to the hustle and bustle of malls. Virtually people of all ages and gender became equally addicted. Suburbia prospered and malls mushroomed everywhere, the one bigger and better than the previous one. Developers bragged about their biggest yet, they were even talking about world records. And on the flip side of the coin? Especially in developing countries, inner-cities and Central Business Districts turned into slums and the poor moved in trying to survive in abandoned buildings. May be the future would show this paradox as the most distinguished gap between rich and poor.

Irrespective of how one look at malls, it is here to stay and it definitely has a very important social significance.

On the other hand the study of consumer behavior (CB) is very important to the marketers because it enables them to understand and predict buying behavior of consumers in the marketplace; it is concerned not only with what consumers buy, but also with why they buy it, when and where and how they buy it, and how often they buy it, and also how they consume it & dispose it. Consumer research is the methodology used to study consumer behavior; it takes place at every phase of the consumption process: before the purchase, during the purchase, and after the purchase. Research shows that two different buyers buying the same product may have done it for different reasons; paid different prices, used in different ways, have different emotional attachments towards the things and so on.

This study discusses the impact of growing congestion of shopping mall in urban areas of Mumbai on shopping convenience and shopping behavior. Based on a survey of urban shoppers, the study analyses the cognitive attributes of shoppers towards attractiveness of shopping malls and intensity of shopping. Personality traits of shoppers affecting
preferences for shopping malls with regard to store assortment, convenience, distance to malls, economic advantage and leisure facilities will be discussed in the study.

The significance of the study examine the specific evidence as how the effects of ambience such as aroma, music and video screen media stimulates consumers to buy products and services from shopping malls and how it has become the major indicators of shopping mall attractiveness.