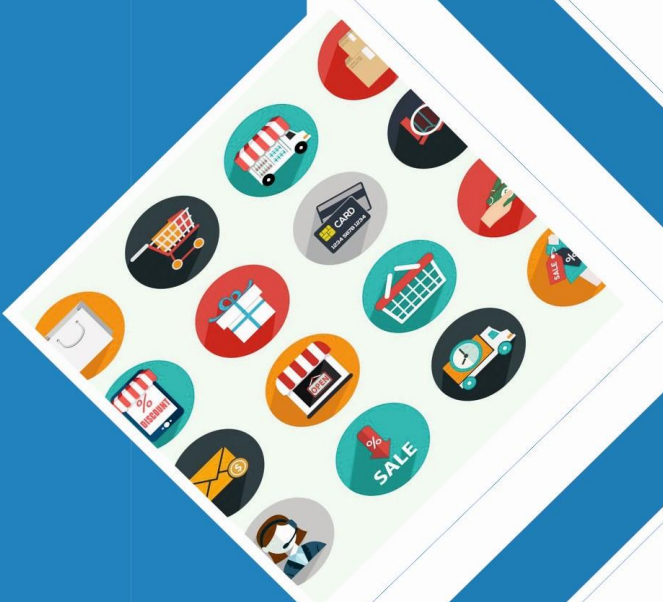




# MALL, MEDIA AND ITS IMPACT ON CONSUMPTION BEHAVIOUR



**Dr. Ritu Tiwari**



**Kripa Drishti Publications, Pune.**

**MALL, MEDIA, AND ITS  
IMPACT ON CONSUMPTION  
BEHAVIOUR**

**Dr. Ritu Tiwari**

Department of Economics,  
D.A.K. College, R.T.M Nagpur University,  
Nagpur.

**Kripa-Drishti Publications, Pune.**

Book Title: **Mall, Media, and its Impact on Consumption  
Behaviour**

Author by: **Dr. Ritu Tiwari**

1<sup>st</sup> Edition

ISBN: **978-93-90847-84-6**



Published: **August 2021**

**Publisher:**



**Kripa-Drishti Publications**

A/ 503, Poorva Height, SNO 148/1A/1/1A,  
Sus Road, Pashan- 411021, Pune, Maharashtra, India.

Mob: +91-8007068686

Email: [editor@kdpublishations.in](mailto:editor@kdpublishations.in)

Web: <https://www.kdpublishations.in>

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## **Acknowledgement**

Though only my name appears on the cover of this book, a great many people have contributed to its production. I owe my gratitude to all those people who have made this book possible.

I am greatly indebted to my revered guide, Professor **Dr. Vinayak S. Deshpande**, Rashtrasant Tukdoji Maharaj Nagpur University, Nagpur, whose persuasion; motivation, encouragement and able commandership help me at every step to this research work and kept alive my aspiration of doing research from day of registration till the day of publication of the book. I express my deep sense of gratitude for his never-ending support and guidance, without which it would have been unthinkable on my part to pursue this work. My deepest regard to my sole inspiration and spiritual mentor **Mr. Vijay Deotale**,

**My** heart brims with gratitude to the most near and dear one of my family whose timely help contributed a lot to the making of this thesis work. My inspiration and loving mother **Mrs. Krisha Tiwari**, my strength my father who has been always there to listen, **Mr. Pawan Kumar Tiwari** and most loving daughter **Charvi Tiwari**, who always stood by me like pillars of strength and left no stone unturned in shouldering the responsibilities of my household duties with pleasure. This study would not been possible without their constant persuasion, encouragement and the confidence that they showed in me.

My special thanks to many friends, who helped me stay sane though these study without expecting any recognition and acknowledgement. I greatly value their friendship and deeply appreciate their belief in me. I am also thankful to the respondents of Nagpur and Bhopal cities, their co-operation and support which is valuable and essential for this study.

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# Chapter 1

## Introduction and Research Methodology

### 1.1 Introduction:

The retail sector in Indian has been seen a drastic transformation and rapid growth since the last decade. Organized retail sector is growing at expeditious, more employment are being generated, thus the consumer behavior too. Smooth functioning of the market depends on the demand meet by the consumers along with supply of the commodities. In the modern world, status of any economy is associated with capturing of market. Consumption pattern of any household can act as barometer for analyzing individual welfare and well-being of any country. The shopping patterns of the Indian consumer are becoming more sparkling as a result of the vigorous changes taking place in their lifestyle and also due to the impact of global marketing conditions in the retailing industry.

Human life is ultimately nourished and sustained by consumption. World consumption has expanded at an unprecedented pace during the 20<sup>th</sup> century. The benefit of this consumption has spread far and wide. More people are better fed and housed than ever before. Living standards have risen. These achievements relate to human development through consumption. Consumption clearly contributes to human development when it enlarges the capabilities and enriches the lives of people without adversely affecting the well-being of others.

Businesses progress by using consumer spending data in their supply and demand calculations. Supply and demand helps businesses produce goods or services at the most favorable consumer price points. Consumer spending helps companies determine which products have the most value in the economic marketplace.

Businesses can also use information to find unmet consumer needs and further product development is possible on the basis of analyzing behavior of consumer.

Economic development is not only bringing about significant changes in the socio-economic and cultural life of a habitant population but it also influences the levels of living in the long run. India, a rapid developing and agrarian dominant economy has been bringing many changes in the socio-economic life of its population since independence.

Over the last two decades, the market sectors have undergone some significant qualitative structural changes due to liberalization of trade in 1991 and recent industrial policies in 2014 resulting in a competitive retail environment.

Furthermore, shifting demographics, increasing disposable money, changing lifestyles, and rising consumer expectations resulted in today's consumers becoming more knowledgeable, more sophisticated, and more demanding. The characteristics of new consumers include wanting more for less; education about purchases; convenience; value for time; and personal attention and empathy. The concomitant changes in retailing have indeed enabled the emergence of new types of retail formats such as supermarkets, convenience stores, discount stores and hypermarkets.

The new expansions, which are adoptions of western formats, have brought about paradigm shift in the concept of shopping and shopper, buying behavior from low price to convenience, value and superior shopping experiences (Prasad and Aryasri, 2011). Over the next two decades, India is going to become fifth largest consumer market from its present twelfth position and overtakes Germany to be behind the US, Japan, China and the UK. In short, it is believed that India has now entered a virtuous long-term cycle in which rising incomes lead to increasing consumption which, in turn, creates more business opportunities and employment, further fuelling GDP and income growth.

There are three major factors driving increased consumption, by far the most important being rising incomes which we estimate will account for 80 per cent of the total growth over the next two decades. The second driver will be population growth which will account for a further 16 per cent of the overall rise in consumption.

The third factor will be savings which play a relatively important role by providing credit and debit cards. (Subbu Narayanswamy and Adil Zainulbhai)

## **1.2 Justification and Importance of the Topic:**

- a. This study will be useful to investigate the various factors determining the level of consumption and explain the socio-economic causes of changing consumer behavior.
- b. The study will examine the key consumption categories that continued to grow and influence composition of consumption.

- c. The changing structural composition of consumption will accelerate new demand in various sectors. It will be useful for organized retailers for expansion of their business plan.
- d. The investigation focus on the significant expansion in consumption and impact of media. It will observe that whether different source of media and malls influence spending power of individual's ability.

### **1.3 Nature of Consumption:**

The dynamic nature of human needs gives consumption a dynamic character. Consumption is one of the bigger concepts in economics and is extremely important because it helps determine the growth and success of the economy. Businesses can open up and offer all kinds of great products, but if we don't purchase or consume their products, they won't stay in business for very long. Human needs are always subjected to continuous change. Capable of changing or being changed is the important characteristic of consumption which make it dynamic in character. Variations in consumption are visible in different societies, as their existence makes a difference in environmental, social, economic and cultural contexts. Human wants get transformed as the society grows and in turn, cause substantial changes in the outlook of the people towards consumption of commodities.

#### **1.3.1 Consumption Behavior:**

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. Consumer behaviour can be defined as those acts of individuals (consumers) directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. "All marketing decisions are based on assumptions and knowledge of consumer behavior (Hawkins and Mothersbaugh, 2007)."

#### **1.3.2 Consumption Categories:**

Consumption categories are formed mainly on the basis of the commodities involved. Broadly speaking there are two categories; food and non-food consumption. Consumption to gratify hunger and thirst needs is food consumption.

The consumption that is not related to the above but meant for satisfaction of health, education, travel and recreational needs is regarded as non-food consumption. However this categorization does not provide any idea about the essential and non-essential character of commodities in human consumption. It cannot be concluded that non-food consumption meant for satisfying the needs such as clothing, shelter, health and education is non-essential.

There is yet another classification purely based on the types of needs. According to this classification, one can distinguish between essential and non-essential consumption commodities. They are the categories of primary and secondary consumption. Primary consumption involves the fulfillment of needs that arise out of physiological bodily functions like thirst and hunger. These needs are also called biogenic needs. Considering the basic nature, the needs for shelter, clothing, health and education can also be included in the category of 'primary consumption'; the secondary consumption comprises the gratification of a more sophisticated structure of physiological needs which relate to social, cultural and intellectual interests.

Nevertheless, the above two categories remain inconclusive because human needs are of varied nature and subjective to the individual consumer. This inconclusive and subjective nature of needs creates constraints to form rigid and exclusive categories of consumption. After reviewing many empirical studies, selected variable are considered for analyzing consumption pattern. A commonly used classification of expenditure is:

- a. Food
- b. Clothing
- c. Housing
- d. Health
- e. Transport
- f. Communication
- g. Culture and schooling
- h. Entertainment

### **1.3.3 Factors Affecting Consumption Behavior:**

Consumer behavior is influenced by many things, including environmental and marketing factors, the situation, personal and psychological factors, family, and culture.

According to Edward, “It studies characteristics of individual consumers such as demographics and behavioral 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”.

Individual consumers are assumed to be in the best position to judge their own needs and preferences and to make their own choices. It is fair to presume that people know what they are seeking and have reasons for their preferences when they opt for one consumption pattern over another.

The existing distribution of consumption options points to serious shortfalls affecting people in every society who lack access to a range of essential goods and services. They may not be able to get enough food, may lack health care services or may have little access to transport beyond their own feet. There are many factors causing these constraints on consumption options. Income is not the only one. Other factors include the availability and infrastructure of essential goods and services, time use, information, social barriers and the household setting.

There are certain empirical studies on factors that may affect consumption behavior. These studies contribute to a deeper understanding of the impact of different factors on consumer buying behavior. There are some important selected variables to analyze the relationship between consumption and factors such as income, education, household size, religion, age and gender, state of life, culture, social environment, peer groups and marketing mix factors were considered for research work. Selected factors for analyzing buying decisions of consumers are as follows:

- a. Income
- b. Gender, Age and State of Life
- c. Education
- d. Household Size
- e. Occupation
- f. Ancestry Property
- g. Religion
- h. Malls and media

The relationship between above selected variables (as independent) and consumer behavior (as the dependent variable) will be analyzed by selected statistical tools to ascertain the impact of these factors on consumption pattern.

## **1.4 Research Methodology:**

The procedures followed in conducting the research explained in research methodology, the discussion of methodology begins with research questions followed by formulation of hypotheses.

The research design includes sampling design, data collection procedure, survey instrument, measurement of key variable, the pilot study and ends with procedure for data analysis and testing the relationships among various factors and the behavior of the consumers.

### **a. Research Questions:**

The broad research questions that formed the basis of this exploratory research are:

- What are the various factors determining the level of consumption and explain the socio-economic causes of changing consumer behavior?
- What are the key consumption categories that continued to grow and influence composition of consumption?
- What is the changing structural composition of consumption that will accelerate new demand in various sectors?
- How media and mall effect on the behavior of consumption.

### **b. Formulation of Hypotheses:**

Hypotheses have been formulated from the proposed model. The variables such as age, income, gender, occupation, religion, household size and ancestral property are components of the proposed model derived from the review of literature.

Since the study is any exploratory in prime, the following hypotheses have been formulated in alternative form:

- There is a proportional relationship between income and consumption.
- There is a significant change in the consumption behavior of families.
- Media is one of important factors which influence consumption pattern of youth through extensive advertisement.
- Mall have significant effect on consumption and determine the present level of one's pattern of consumption

**c. Research Design:**

Research design is the master plan of any research study focusing on the structure, procedures and data analysis of the research (Leddy and Ormrod, 0225). Three categories are selected for proper investigation of the present study. They are theoretical, empirical and causal research designs. Given the sufficient amount of information on socio-economic background in both cities, it was decided to design two phase research process to explore and examine the factors influencing consumer behavior in both cities. In the first phase, a theoretical study was carried out to identify attributes that were considered important to any consumption behavior process. The main purpose of such studies is that of formulation of problem for more precise investigation and for developing the working hypotheses form an operational point of view (Kothari, 2004, p.352).

The conclusion from the theoretical studies indicated that there was some major factors which influence consumption behavior such as level of income, occupational distribution, religion/caste, age of consumer, family size, ancestral property and surrounding social environment. Consumer behavior pattern of these two different cities were surveyed through the questionnaire at the same period of time in order to avoid time leap disturbances of external factors.

The exploratory interviews helped to identify various attributes, some of personal attributes, some of financial aspects and some from social background, which they thought were important to affected consumer buying choice and patronage behavior. Furthermore, extensive discussions with eminent academicians and researchers of macroeconomics also indicated the influence of identified attributes in consumer behavior. It is also observed that the identified attributes have been concurred with extent literature related to buying behavior of consumers.

The second phase was a field survey which was non–experimental survey methodology to gather the data necessary to test the relationships between the constructs listed in the previous section of hypotheses formulation. A survey research design was considered appropriate for several reasons:

- The use of a survey is advantageous for collecting perceptual data from a large population;
- Survey data are easily quantifiable; and
- Several measures were developed by previous researchers for the survey design.

The field survey was conducted across 800 peoples (400 persons from each city) in the two-cities of Nagpur and Bhopal.

**d. Sampling Design:**

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure would adopt in selecting items for the sample (Krishnaswamy et.al. 2006). Sample design may as well lay down the number of items to be included in the sample i.e. population of the study, sampling unit, sampling frame or sampling sources, size of sample and sampling procedure.

- **Population of the Study:**

The population frame consisted of all the consumers of Nagpur and Bhopal in the state of Maharashtra and Madhya Pradesh in India during the period of October 2011 – March 2013

- **Sampling Frame:**

The sampling frame or source list, is a subset of the defined target population, from which sample is realistically selected for research (Nargundhar, 2007). The sampling frame for the present research study would be comprised of adult respondent of selected zonal area of two cities of Nagpur and Bhopal.

Nagpur is a winter capital of the state of Maharashtra, a fast growing metropolis and third largest city in Maharashtra after Mumbai and Pune.

Nagpur Metropolitan Area is the 13th largest urban conglomeration in India. In 2011, Nagpur had population of 4,653,171 of which male and female were 2,388,558 and 2,264,613 respectively. The city was ranked the 11<sup>th</sup> most competitive city in the country by the Institute for Competitiveness in its 2012 report.

Bhopal is the capital of the Indian state of Madhya Pradesh and the administrative headquarters of Bhopal District and Bhopal Division. In 2011, Bhopal had population of 2,368,145 of which male and female were 1,239,378 and 1,128,767 respectively. Bhopal is A-2 class city and important economic, industrial, educational and political center of India and houses various institutions and installations of national importance.



- **Sampling Unit:**

This is the most important step in sampling design before selecting a sample. Sampling unit may be a geographical one such as a state, district, village etc., or a construction unit such as house, flat, family, club or may be individual (Kothari, 2004). The sample subjects for the present research are customers belonging to all strata who are above 20 years old. The purpose of selecting above stratum is:

- To ensure that the sample had similar representation (homogeneous) in terms of respondent profile obtained from two cities
- To analyze all factors influences behavior of consumer in both cities are from various occupation, from different social background and have different financial status.

- **Sampling Technique:**

The convenience random sampling technique was adopted for the present study. This method is used in exploratory research where the researcher is interested in getting an inexpensive approximation of the truth. As the name implies, the sample is selected because they are convenient. This non-probability method is often used during preliminary research efforts to get a gross estimate of the results, without incurring the cost or time required to select a cluster random sample.

- **Sampling Size:**

This refers to the number of items to be selected from the universe to constitute a sample. Sample size has direct bearing on how accurate the findings are relative to the true values in the population. Therefore, determining an appropriate sample size for this research was considered to be a paramount importance. An optimum sample size fulfils the requirements of efficiency, representativeness, reliability and flexibility. According to the previous economic research studies, the minimum sample size required for this study was calculated by using the following formula (Nargundkar, 2007, p.92).

$$\text{Sample size } (n) = (Z \cdot S)^2 / e^2$$

Where Z= The “ Z” value represents the Z score from the standard normal distribution for the confidence level desired by the researcher (no. of Std. deviations a point on a distribution is away from the mean) ( e.g. a Z score of 1.96

for 95 Percent confidence level). S = the “S” represents the estimate of the population standard deviation for the variable. The unknown value of ‘S’ can be measure from dividing the range (maximum and minimum values of the variables used in the study) by 6.e = the tolerable error for estimating the variable in question. The lower the tolerance, the higher will be the sample size.

Assuming Z= 95 percent (1.96), e = 5.0%, and S= 0.612

Sample size (n) =  $(1.96 \times 0.67)^2 / (0.0025)^2 = 575$

As a result, the minimum sample size was calculated to be 580 respondents. However, increasing the sample size could reduce the sampling error. Therefore, 800 respondents were selected for the present empirical stud; 400 respondents from each city.

#### **e. Data Collection Procedure:**

The research work was designed to be carried out with two major methods of data collection i.e. primary and secondary data. The primary data was collected through field survey and to achieve this; questionnaires were designed for this study. Questionnaire was targeted at the families comprising of the various occupational groups, different age groups, gender, caste and religion as well as different areas of cities on the basis of random cluster sampling method.

The data used for the present study is primary in nature. The primary data was collected through the field survey during the period October 2011 – March 2013. Surveys were an efficient way of gathering information form a large sample of consumers by asking questions and recording responses. Several types of methods of data collection were considered. Considering the complexity of the survey, time and funding budget, a direct survey was finally adopted (Dabholkar et al., 1996; Karande and Ganesh, 2000; Sinha and Banerjee, 2004).

The consumer behavior survey is an expensive method of data collection where the interviewer intercepts respondent in their houses or at their working place. The advantages of direct interviewer method are that researchers can ask consumers more complex questions, observe their behavior and body language, gain their trust and ask opinions. Yet, this method may be subject to interviewer bias, in which responses are influenced by the interviewers’ characteristics (age, gender, etc.) or by a desire to please the interviewer (Blackwell et al., 2001, p.23).

In this study, the respondents were asked with the questionnaires, when they give time at their house or work place. The criterion for an individual consumer to be included in the sample was that he / she must be belonging to different socio-economic class and above 20 years. The data was collected by formally approaching the various government and private offices as well as residential areas to carry out the survey process in and around the different areas. The survey was conducted in intervals due to several reasons such as rush, high sale seasons and discount periods, not to miss both the preference and practice of consumers. Thus, the findings are based on qualitative as well as quantitative study.

**Table 1.1: Zonal Division of Proposed Survey**

Bhopal		Nagpur	
Zone	Area	Zone	Area
North	Sant Hirdaram Nagar, Shahajanabad, Arif Nagar Chhola, Kabirpura	North (north west)	Nara,Nari,Jaripatka.Kalmana, Mankapur, Chawni, Jaitala, Hajari hill
South	T T nagar, Shyamla hills, Shastri Nagar, Shivaji Nagar, Malviya Nagar, Tulsi Nagar, Panchsheel Nagar	South (south west)	Swavlambi nagar, Sonegaon, Sneha nagar, Ravindra nagar, Suyog nagar, Pratap nagar, Khamla, Pande layout
East	BHEL, Ayodya Nagar, Mangalwara, Aacharya Narendradev Nagar, Anand Nagar, Area Hills	East	Rambag, Shastri nagar, Babu nagar, Ganesh peth, prem nagar, Citnis park,Medical college,
West	Mata Mandir, Barkhedi,Puja shree Nagar, Tilak Nagar, Suraj Nagar, Nayapura, Sajida Nagar	West	Amazari,Verma layout, Madhav nagar, Laxmi nagar, Vasant nagar, Giri peth, Dharam peth, Khare town

Many respondents declined and stated that they were not interested or did not want to share their income details or investment with us. Finally, data was collected from both Cities. Each city is classified into four different parts, based on geographical location, East, West, North and South using Bhopal Municipal Corporation's zonal division, as the source.

In every zone, 100 families were surveyed by cluster random survey. Primary data from the respondents has been collected by using a pre-structured questionnaire with the help of random sampling, which ensures that each of the samples of size 'n' has an equal probability of being picked up as the chosen sample. The questionnaire has been drafted with utmost care incorporating all necessary information by using both open and close-ended objective type questions. It begins with an examination of the potential impact of income, mall culture, and media exposure, followed by a description of the basic research questions and the methods currently used to study them. In order to collect primary data, total 1300 (650 from Nagpur + 650 from Bhopal) households had been selected. From each zone of city, 160-165 households has been selected randomly. Utmost care has been taken to include the representatives of various groups. Following the data collection procedure, a total of 1300 consumers were surveyed. The composition of sample collection form different store formats and usable surveys presented. Out of which, one thousand forty five were returned. This is approximately eighty one percent response rate. Out of this, eight hundred and eighty questionnaires were found usable and rests were rendered unusable due to incomplete data.

**Table 1.2: Data Collection Procedure**

<b>Cities</b>	<b>No. of areas(words) surveyed</b>	<b>No. of families surveyed</b>	<b>No. of Returned Surveyed</b>	<b>No. of usable surveyed</b>	<b>No. of usable surveys</b>
Nagpur	94/136	650	533	438	400
Bhopal	51/66	650	512	442	400
Total	155	1300	1045	880	800

**Survey Instrument:**

The respondents were administered a structured non-disguised questionnaire shown in appendix- A). This research work has tried to strengthen the data collected by deliberately intensifying the use of more open-ended questions in the questionnaire than usual. From the first part of this research, it became obvious that a deeper understanding between the researcher and the respondents was achieved. This is because most answers to the questions were followed by optional respondents' opinions in form of contributions especially those that need further clarifications. Since the respondents make comments and contributions to the study, their suggestions in some way gave a deeper meaning to the study.

The self-administered questionnaire was developed using close-ended options from previous studies. The questionnaire has twenty four questions.

The first section which consists of seven questions connected to respondents' socio-economic, demographic and personal characteristics like respondent's age, religion, caste gender, family size and professional qualifications. The responses are measured using nominal and interval scales. Some questions are relating to consumers' psychographic and occupational factors covering list of their preferred consumption and opinions and shopping motives.

In the questionnaire, a large space is left for respondents' comments about the topic and the respondents' comment about how he/she sees the whole study. This in a way is to gather from as many respondents as possible more unexpected information that could only be collected from a handful few when other media like focus group discussions and interviews.

This made the research more economical in the long run and at the same time reaching larger respondents for such opinions. This has been found very helpful and large quantity of text information can be collected directly for review and use.

When this is compared to other research conducted in the past in which questionnaires have none or minimal open-ended questions, it was noticed that this method of research will be good for pilot projects for academics with less experience and would need to gain more experience in their efforts to make inferences and decisions from their study. Many of the questions in this study's questionnaires were structured to measure the strength of respondents' opinions on various aspects.

#### **f. Pilot Study:**

The purpose of the plot study was to:

(i) Refine the measure of resource configurability, and (ii) Get an idea of the validity of the conceptual framework in the study context. The pilot study was conducted at different areas randomly selected in Nagpur city to test the instrument. It was conducted with a sample size of 40 families at four different areas covering east, west south and northern part of city selected randomly. Using direct questionnaire/ interview technique, all families were approached to respond to the questionnaire in each area.

Respondents were asked to complete the questionnaire on the spot and identify any confusing questions or to offer suggestions about wording specially focusing on the following: 1) the time it takes the pilot-test participants to complete the instrument; 2) any content difficulties in understanding the survey question; and 3) the clarity and completeness of directions.

It took most respondents about 20-25 minutes to complete the questionnaire. Satisfactory results were obtained and no instrument item was found to be too vague, confusing, or conceptually inadequate to be removed from consideration.

The normality was checked with 'p-p' and 'q-q' plots of regression standardized residuals and found that sampling distribution followed normality.

The results also proved that instrument was reliable using 'Cronbach  $\alpha$ ' and found that range of reliability coefficient varied from 0.635-0.784. The study considered some of the reliability coefficients beyond 0.70 considering the exploratory nature of research. Content validity checked with academic experts and consultants in the area of research and content was found valid.

Most of the respondents evinced preference for close ended answers. Therefore, it is presumed that each and every respondent opinion and preferences among the given questionnaire would be taken into account while doing hypotheses testing. Based on the feedback and analysis, a few adjustments were made to improve the effectiveness of the instruments with minor changes in phraseology of some items. The final questionnaire is shown in Appendix-A. The pilot study sampling and results were not incorporated in the actual data collected for the main study.

#### **g. Classification of Data Employed for the Research:**

Data has been classified at several levels (Oladapo 2005). At one level, Hand (1996) classified data into numerical and non-numerical. Numerical data include income, age, family size and time in years or months, and so on. Non-numerical data, on the other hand, include such measurements as the one's opinion (i.e. mild, moderate or harsh) on some issues and some open ended options.

This is because numbers used to score opinions do not have the same empirical force as the numbers used to score numerical data. In another instance, scales of measurement are commonly classified into four types, i.e., nominal (or categorical), ordinal, interval, and ratio scales (Becker, 1999; Kothari 2004).

- **Nominal Scales:**

According to Oladapo (2005), nominal measurement consists of assigning items to groups or categories. No quantitative information is conveyed and no ordering of the items is implied. Nominal scales are therefore qualitative rather than quantitative. Singleton et al. (1988) state that this is the lowest level of measurement and since nominal scales merely use numbers as labels, no mathematical relationships are possible at the nominal level. In this study, this scale was adopted for the responses to general questions under section A of the questionnaire Number 1 e.g. the names, occupation, level of income, professionals' qualifications and level of education, size of family and so on.

Gender and marital status are measured with nominal level questions. Gender is dichotomized as 1=male and 2=female, and marital status is dichotomous as 1=married and 2=unmarried. Education item is categorized into three groups: 1=SSC/diploma, 2=graduate and 3=postgraduate and above (Appendix A, item 5 in part-A). Monthly household income item is measured on continuous scale as: 1 <INR 10000, 2= Rs 10000-20000, 3= Rs 20000-30000 and 4= > INR 30000 (see appendix A, item 6 in part-A).

- **Ordinal Scales:**

In ordinal measurement, numbers indicate only the rank order of cases on some variables. According to Stock burger (1998), ordinal scales are measurement systems that possess the property of magnitude, but not the property of intervals. The property of rational zero is not important if the property of intervals is not satisfied. Ordinal data can only use non-parametric statistics like median and mode, rank order correlation and nonparametric analysis of variance. In this study, the ordinal scale was employed to measure respondents' opinions on various issues of the other source of income, investment, expenses e.g. preferred place of shopping, brands, motivation etc

- **Interval Scales:**

The interval scale of measurement has the qualities of the nominal and ordinal scales, plus the requirement that equal distances or intervals between numbers represent equal distances in the variable being measured (Singleton et al, 1988; Fife Schwas, 2001a). Family size item is measured on interval scale as: 1= 1-3, 2= 3-5, 3= >5.

For measuring psychographic variables, personal values related items are adopted from Kahle, (1983), and Kahle and Kennedy (1989). This contrasts with the ordinal scale where one can only talk about differences in order, not differences in the degree of order (Markham, 2001).

Many parametric statistical techniques such as Mean and Standard deviation, Correlation and Regression analysis, ANOVA can be employed for interval scale data, in addition to a whole range of advanced multivariate and modeling techniques (Markham, 2001). Many of the data collected for this study especially the parts of the questionnaire that were meant to analyze the expenses on various matters and etc. were quantitative in nature and were of the interval scale.

- **Ratio Scales:**

**Ratio** scales differ from interval scales only in that they have a rational zero. According to Stockburger (1998), they possess all the three properties: magnitude, intervals, and rational zero. Markham, (2001) stated that the factor which clearly defines a ratio scale is that it has a true zero point, adding that the same statistics apply to ratio data as to interval data. Examples of ratio measurements are time, length and weight. In this study, ratio scale has been employed to deal with the aspects of the questionnaires that treat level of income and proportion of expenses etc.

#### **h. Tools and Techniques Adopted for Analysis:**

The quantitative data collected through structured questions were specific, quantifiable and straightforward. Questions relating to their personal information like caste, age, family members, income, expenditure, savings and ancestors property and expenditure ratio on monthly basis of various commodities and services (as categories in NSSO) etc. were examples of quantitative data collected.

For analyzing data, parametric statistical techniques e.g. mean, std. deviation, t-tests, Correlation and Regression analysis, ANOVA, In general, the purpose of analysis of variance (ANOVA) is to test for significant differences between means. A not parametric test, chi square for qualitative data and MANOVA to procedure for comparing multivariate (population) means of several groups. As a multivariate procedure, it is used when there are two or more dependent variables, although statistical reports provide individual p-values for each dependent variable in order to test for statistical significance.



However, where qualitative data was sought, some aspects of the questionnaire were formulated to view respondents' opinions on the different research objectives. These were tabulated in a predetermined order to make them easy for answering. This is necessary especially when respondents want to reply later and want to keep questionnaire for some time to give appropriate response. Some of the questions in the questionnaires were also framed to ask quantitative questions on different issues but leaving enough spaces for respondents to fill in their own opinions on such questions thus controlling the questions and at the same time making them both closed and open-ended. This has given opportunities to collect qualitative data from respondents and has helped in validating that a particular respondent was really answering the questions and not just marking the answer options. It also helped in understanding the line of thought of the respondents so as to help in learning from the research. For these, non-parametric statistical techniques e.g. Cross-tabulation with Chi-square, Median, Non-parametric analysis of Variance, Pearson's Chi-square test, ANOVA, MANOVA were adopted.

#### **i. Measurement of Key Variable:**

##### **Dependent and Independent Variables:**

Dependent variable is the one which is caused by one or more variable in the model. The present study focuses on consumption behavior as dependent variables.

Independent variable is the one with no prior causal variable causing one or more variables in the model. There are key independent variables: level of Income, age, Gender, Family size, education, Religion and caste, ancestor's property and social factors used in the model. The participants demographic characteristics adopted from various sources such as age from Mc Goldrick and Andre (1997); gender from South and Spitze (1994); education from Shim and Bickle (1994); household size from (Solgaard and Hansen, 2003); Monthly household income from Leszczyc, Sinha and Timmermans (2000), occupation from Shim and Bickle (1994); marital status from Carpenter and Moore (2006).

#### **j. Methods of Analysis:**

After completion of pilot study, full-fledged survey was carried out with the revised questionnaire.

For the purpose of data analysis, a coding file was created with a distinctive code assigned to each variable. Further, the responses were coded, in the form of numbers assigned to each response. Data was arranged in an orderly fashion in a summary spread sheet, by counting the frequency of responses to each question. A case analysis for outliers and tests for violations of assumptions was conducted. The total analysis was carried out using SPSS (Statistical Package for Social Sciences) 18.0. The main aim of this analysis was to examine the direct linkages between the independent variables and one dependent variable at a time, and subsequently, the contingency effects of the moderators on these direct linkages. The frequencies, mean and standard deviation for each variable were presented in the following chapter.

For testing Hypothesis, multiple regressions were used to analyze the effects of respondent characteristics i.e. continuous demographic variables including age, monthly household income, and household size. Multiple regression models (Stepwise forward) were fit for each of the two levels of format choice using a minimum inclusion alpha ( $\alpha$ ) of 0.05. This technique allows for testing the unique contribution of different subsets of independent variables. Significance tests and beta estimates were used to evaluate the magnitude and direction of the effect(s) of the continuous demographic variables on consumption behavior.

### **1.5 Conclusion:**

Consumer behavior is influenced by many things, including environmental and marketing factors, the situation, personal and psychological factors, family, and culture. According to Edward, "It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. The conclusion from the theoretical studies indicated that there was some major factors influence consumption behavior. Such as level of Income, Occupational Distribution, Religion/Caste, Age of Consumer, Family size, Ancestry Property and surrounding social environment. The main purpose of studies was to formulation of problem for more precise investigation and for developing the working hypotheses form an operational point of view. Given the sufficient amount of information on socio-economic background in both cities, it was decided to design two phase research process to explore and examine the factors influencing consumer behavior in both cities.

We selected 800 responded for our empirical study. 400 respondents from each city were surveyed by cluster random sampling method.

Consumer behavior pattern of these two different cities were surveyed through the questionnaire at the same time period to avoid time leap disturbances of external factors. The population frame would be the consumers of Nagpur and Bhopal in the state of Maharashtra and Madhya Pradesh in India in the period of October 2011 – March 2013. The convenience random sampling technique was adopted for the present study. The primary data was collected through field survey and to achieve this; questionnaires were designed for this study. The self-administered questionnaire was developed using close ended options from previous studies. Questionnaire was targeted at the families comprising of the various occupational groups, different age groups, Gender, Caste and religion as well as different areas of cities on the basis of cluster random survey method. The pilot study was conducted at different areas randomly selected in Nagpur city to test the instrument. The normality was checked with ‘p-p’ and ‘q-q’ plots of regression standardized residuals and found that sampling distribution followed normality. The present study focuses on consumption behavior as dependent variables. Independent variable is the one with no prior causal variable causing one or more variables in the model. There are key independent variables: level of income, age, gender, family size, education, religion and caste, ancestor’s property and social factors used in the model.

For testing Hypothesis, multiple regressions were used to analyze the effects of respondent characteristics i.e. continuous demographic variables including age, monthly household income, and household size. For analyzing data, parametric statistical techniques e.g. mean, std. deviation, t-tests, Correlation and Regression analysis, One-way/ Two-way ANOVA, chi square test in addition to a whole range of advanced multivariate and modeling techniques were used.

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## Chapter 2

### Review of Literature

In the present scenario, where market is becoming the prime mover and the mechanism accepted worldwide to achieve higher rate of growth with control fiscal deficit, it is necessary to understand the change occurred in the life style and consumption pattern, the analysis of the changes in the consumption behavior is essential to understand not only the function of the market but to study the factor affecting the behavior of consumption.

Global environmental changes cannot be understood unless the consumption pattern is taken into account. Several studies have been conducted at the world level all India level as well as at the regional level also.

This chapter is an attempt to review the literature related to the consumption behavior pattern. This would be useful in developing the methodology and other techniques to analyses the consumption behavior pattern and the changes which have been occur in two major cities which are center located in India. This study would represent in general, changes consumer behavior of the country.

This review of literature is classified according to:

- Theoretical studies
- Empirical studies
- Empirical studies to test theories

#### 2.1 Theoretical Studies:

This section explain various classical, neo classical and modern consumption model, in which consumers face uninsurable labor income risk, impact of peer group, economic-cultural environment and social status etc. This study will help to understand marginal propensity to consume, the high discount rate on future income, and the important role for precautionary behavior that were done by eminent economist. The section also explains the relationship of factors influence consumption and argues the effects of various components of consumption behavior. Various theories, however, exist to explain the determinants of consumption which are explained below:

Absolute Income Hypothesis (AIH) is proposed by English Economist John Maynard Keynes (1936), and has been refined extensively during the 1960s and 1970s, notably by American economist James Tobin (1918-2002). The theory examines the relationship between income and consumption, and asserts that the consumption level of a household depends on absolute level of income and not on relative income.

As income rises, consumption will also rise but not necessarily at the same rate. Marginal propensity to consume is present in Keynes' consumption theory and determines by what amount consumption will change in response to a change in income.

The consumption function, a key behavioral relationship in macroeconomics, was first introduced by John Maynard Keynes (1883-1946) in 1936. While Keynes offered no precise functional formulation of the propensity to consume (in his original terminology), his analysis has come to be associated with a simple version of the consumption function that embodies only the more quantitative aspects of his considerations, popularly known as the simple Keynesian consumption function or absolute income hypothesis (AIH). The AIH is readily described using propositions expressed in terms of the marginal propensity to consume (MPC) and the average propensity to consume (APC), where the MPC is the change in real consumption ( $c$ ) for a unit change in real disposable (after-tax) income ( $y$ ), and the APC is the ratio of consumption to real disposable income:

That real consumption is a stable function of real disposable income and the MPC is a positive fraction, the MPC is less than the APC, and the APC declines as income rises and MPC declines faster than APC as income rises.

The relative income hypothesis which was propounded by James Duesenberry (1949) in his book entitled "Income, Saving and the Theory of Consumer Behavior" focuses on the determinants of consumption at the individual household level, he stated that the consumption and saving level of individual households will be affected more by peer groups and neighborhoods than by abstract standard of living and also the previous peak income, So an individual is less concerned with absolute level of consumption than by relative levels. The percentage of income consumed by an individual depends on his percentile position within the income distribution. In his theory he stated that the previous peak income was an important factor in determining consumption levels of an individual, it is difficult for a family to reduce a level of consumption once attained.

The aggregate ratio of consumption to income is assumed to depend on the level of present income relative to past peak income.

American economist Milton Friedman introduced the Permanent Income Hypothesis (PIH) in 1957. Permanent income is determined by a consumer's assets; both physical (shares, bonds, property) and human (education and experience). There is a positive relationship between people's consumption and their income. In this theory consumers make their purchase decisions through permanent income, which was a recollection of past income levels. The key conclusion of this theory is that transitory, short-term changes in income have little effect on consumer spending behavior. (Transitory income is the difference between the measured income and the permanent income. It can be calculated simply by subtracting the measured income and the permanent income). The level of consumption of individual is a constant proportion of his/her permanent income; and that low income earners have a higher propensity to consume; and high income earners have a higher transitory element to their income and a lower than average propensity to consume. The key determinant of consumption is an individual's real wealth, not his current real disposable income. In his theory he considered the division of goods whereby there are those goods that are durable and those that are non-durable, he stated that for the durable goods income levels were an important determinant of the consumption levels but he went ahead and stated that for the non-durable goods the income levels were not important in determining the consumption levels. The idea behind the permanent-income hypothesis is that consumption depends on what people expect to earn over a considerable period of time.

The Life Cycle Hypothesis (LCH) is an economic concept analyzing individual consumption patterns. It was developed by the economists Irving Fisher, Roy Harrods, Albert Ando and Franco Modigliani, in a series of articles in the 1950s and 1960s, according to the life cycle hypothesis, the individual consumption is governed by the tastes, preferences and income of the individual. Modigliani and Ando further argue that the average propensity to consume is larger in the old households and among young people. This is because the old people run their lives on their life savings while the young people are more into borrowing. The middle-aged people, on the other hand lends to have higher incomes with lower consumption and higher saving.

The life-cycle model also predicts that individuals save while they work in order to finance consumption after they retire.



The LCH posits that individuals, trying to maintain a stable level of consumption over time, save in their working years for retirement. Consequently, lifetime resources, rather than current income, are what determine the level of consumption. On an aggregate level, growth in aggregate lifetime resources, often as a result of growth in productivity and a shift in demographics, ultimately determines the saving-income ratio in an economy.

The black box model shows the interaction of stimuli, consumer characteristics, and their decision process and consumer responses. It can be distinguished between interpersonal stimuli (between people) or intrapersonal stimuli (within people). The black box model is related to the black box theory of behaviorism, where the focus is not set on the processes inside a consumer, but the relation between the stimuli and the response of the consumer. The marketing stimuli are planned and processed by the companies, whereas the environmental stimuli are given by social factors, based on the economic, political and cultural circumstances of a society. The buyer's black box contains the buyer characteristics and the decision process, which determines the buyer's response. The black box model considers the buyers response as a result of a conscious, rational decision process, in which it is assumed that the buyer has recognized the problem. However, in reality many decisions are not made in awareness of a determined problem by the consumer.

Consumer Culture Theory is a marketing school of thought interested in studying consumption choices and behaviors from a social and cultural point of view, as opposed to an economical or psychological one. It does not offer a grand unifying theory but "refer to a family of theoretical perspectives that address the dynamic relationships between consumer actions, the marketplace, and cultural meanings". Consumer culture is viewed as "social arrangement in which the relations between lived culture and social resources, between meaningful ways of life and the symbolic and material resources on which they depend, are mediated through markets" and consumers as part of an interconnected system of commercially produced products and images which they use to construct their identity and orient their relationships with others. Rational choice theory, also known as choice theory or rational action theory is a framework for understanding and often formally modeling social and economic behavior. Rationality (here equated with "wanting more rather than less of a good") is widely used as an assumption of the behavior of individuals in microeconomic models and analysis. Gary Becker was an early proponent of applying rational actor models more widely.

In rational choice theory, these costs are only extrinsic or external to the individual rather than being intrinsic or internal. That is, strict rational choice theory would not see a criminal's self-punishment by inner feelings of remorse, guilt, or shame as relevant to determining the costs of committing a crime. In general, rational choice theory does not address the role of an individual's sense of morals or ethics in decision-making.

The basic idea of rational choice theory is that patterns of behavior in societies reflecting the choices made by individuals as they try to maximize their benefits and minimize their costs. In other words, people make decisions about how they should act by comparing the costs and benefits of different courses of action. As a result, patterns of behavior will develop within the society from their choices. Since people want to get the most useful products at the lowest price, they will judge the benefits of a certain object (for example, how useful is it or how attractive is it) compared to similar objects.

An Engel curve describes how household expenditure on a particular good or service varies with household income. There are two varieties of Engel Curves. Budget share Engel Curves describe how the proportion of household income spent on a good varies with income. Alternatively, Engel curves can also describe how real expenditure varies with household income. They are named after the German statistician Ernst Engel (1821–1896) who was the first to investigate this relationship between goods expenditure and income systematically in 1857.

The shape of Engel curves depend on many demographic variables and other consumer characteristics. Engel curve reflects its income elasticity and indicates whether the good is an inferior, normal, or luxury good. Empirical Engel curves are close to linear for some goods, and highly nonlinear for others.

In microeconomics, an Engel curve shows how the quantity demanded of a good or service changes as the consumer's income level changes. In order to be consistent with the standard model of utility-maximization, Engel curves must possess certain properties.

## **2.2 Empirical Studies:**

Consumer behavior is seen to involve a complicated mental process as well as physical activity (purchase decision). Individual Consumer engage in physical activity when they evaluating, acquiring, using or disposing of goods and services.

In other words the study of consumer behavior is the study of how individuals make decisions to spend their available resources (money, time, efforts) on consumption-related items. We try to analyze some empirical evidence of selected variables and scope of limitations for our further investigation.

Rao and Raddy (1965) analyze the patterns of household consumption in Andhra Pradesh. They support the fact that the food and non-food articles are treated as necessities and luxuries in rural Andhra Pradesh. Within the food group, milk and milk products, pulses, egg, fish, and meat, and sugar are found to be more elastic than others. Howard and Sheth (1969) explained how consumers' buying behavior is influenced by internal and external factors. They explained that human mind is "BLACK BOX" which receives stimuli. This stimulus creates perception in the mind of consumer which implied the kind of learning— favorable or unfavorable. This will give the output in the form of acceptance or rejection. Basically this model is based on Stimulus -Response theory.

Wells and Tigert (1971) described self-confidence as a measurement of the perception of oneself as a leader and having confidence. They found that self-confidence is part of the psychographic profile that can be created to differentiate consumers' preferences for products. Self-confidence and public self-consciousness have frequently been studied to determine their influence on consumers' purchase intention and product brand choices.

Solomon and Schopler's (1982) measured the extent to which people are concerned about their appearance, style of behavior, and the general impression they make on others. Results indicated that clothing measures showed a consistent and pervasive correlation with scores on public self-consciousness. In (1985), Zaichkowsky developed the Personal Involvement Inventory (PII) scale to measure product involvement. Tests of construct validity over three products demonstrated the scores were positively related to perceptions of brand differences, brand preferences, interest in gathering information about the product category, and comparison of product attributes among brands. Laurent and Kapferer (1985) concluded that consequences of consumer behavior differ depending on the antecedents of involvement. They developed an involvement profile containing five antecedents of product involvement: a) the perceived importance of a product, b) the perceived importance of negative consequences from a mis-purchase, c) the subjective probability of a mis-purchase, d) the pleasure value of the product, e) and the perceived sign or symbolic value of the product.

Campbell and Mankiw (1989) suggested that the time-series data on consumption, income and interest rates were best viewed as generated not by a single forward-looking consumer but by two types of consumers: (i) forward-looking consumers which consume their permanent income, but were extremely reluctant to substitute consumption inter-temporally in response to interest rate movements and (ii) "rule of thumb" consumers which consume their current income. Thus, because of ii) the change in aggregate consumption responds to the change in current income.

Deaton (1991) explain that, when consumers are relatively impatient, and when labor income is independently and identically distributed over time, assets act like a buffer stock, protecting consumption against bad draws of income. The precautionary demand for saving interacts with the borrowing constraints to provide a motive for holding assets. If the income process is positively auto correlated, but stationary, assets are still used to buffer consumption, but do so less effectively and at a greater cost in terms of foregone consumption.

Showed that, with borrowing restrictions, the behavior of saving and assets accumulation is sensitive to the consumers' beliefs about the stochastic process that was generating their income. According to Surajit Das and Satadru Sikdar (2006) The 'good mother hypothesis' claims that the consumption pattern of female dominated households would be different than the rest of the families. "Evidence from a diverse group of countries, for instance, shows gender differences in the pattern of consumption expenditures.

Whereas women tend to spend more on children and household needs, the pattern of expenditures by men tend to be skewed towards leisure commodities (e.g., alcohol, tobacco, gambling, etc.) and goods that are status symbols. ... Thus, the expenditures of women enhance capabilities that are directly productive while those of men tend to be channelled to 'unproductive' uses".

To test the 'good mother hypothesis' in the context of India, they have taken unit level detailed data on consumption expenditure for their empirical study. The context of Indian society, the so called 'female headed' households may not necessarily mean that the decision making power of female members.

Empirical analysis suggests that the female dominated households spend significantly less on 'sin goods' like pan, tobacco and intoxicants as a proportion to their total consumption expenditure. Clearly, for the female dominated families, these goods are less prioritized as compared to other families in India.

The female dominated households are also found to spend proportionally more on education as well as on institutional and non-institutional health with respect to total consumption expenditure all across classes, locations, castes and religions.

Report of American Management Consulting Firm A. T. Kearney's 2006 Global Retail Development Index (GRDI), India was on the first position, continuing for two years (2005 and 2006), among 30 countries as the world's most attractive market for mass merchant and food retailers seeking overseas growth. On the other hand, China is losing its attractiveness and making the way to India GRDI helps retailers to prioritize their global development strategies by ranking emerging countries based on a set of 25 variables including economic and political risk, retail market alternatives, retail saturation level, and the difference between gross domestic product growth and retail growth.

According to the business report code BREP047, (2007), analysis of consumer spending in the past 10 years reveals that the average consumer has been spending on an increasing number of different goods. There are a number of factors affecting the consumer spending pattern in India; these include growing income levels resulting in more disposable income with individuals, changing attitudes towards consumption, changes in prices, introduction of new products, availability of credit such as loans, mortgages and credit cards, rising aspiration levels, increased literacy, growing brand consciousness and rapid urbanization. People belonging to the middle class consider basic necessities and education and spending toward the future of their children as their top priorities, followed by lifestyle goods.

Nayna Sharma (2009) explained that the role of children and women in the family has changed. They have become the major players in influencing the buying decision. Regarding expenditure, it is found that consumers today spend more on non-food items. The share of income spends on various foods and beverages have fallen and importance of medical, health care, transport and communication has rises. The consumers are fonder of convenience food like instant coffee and noodles. They consider food and drinks as fun. A major change that has occurred in Indian consumers is that, they give preference to features of a product rather than its brand name. They are also not confined to a single brand but prefer change rather than sticking to the same brand.

They just don't want availability of products, but also better experience, services and ambience.

The Indian consumer today wants to live in present and prefers a life full of luxury and comfort and is not much price sensitive. They are highly aware about the product, price, quality and options available with them. Indian consumers believe that branded products are more reliable.

### **2.3 Selected Variables:**

There are two types of factors that influence the consumption function: subjective and objective. The subjective factors are endogenous or internal to the economic system itself. The subjective factors relate to psychological characteristics of human nature, social structure, social institutions and social practices. These are likely to remain more or less stable during the short period. Established behavior pattern undergoes material change only over long periods. These factors fundamentally determine the form of the consumption function. The objective factors affecting the consumption function are exogenous, or external to the economy itself. These factors may at times undergo rapid changes. Thus, objective factors may cause a shift in the consumption function.

All the above-mentioned factors will affect the consumption function in one direction or another. However, all of them are relatively unchanging in the normal short run and, therefore, cannot explain the changes in total consumption during the short-run period. Income is the only variable which will change considerably in the short run and affect consumption. Thus, it may be asserted that consumption varies only in the level of income. Gutman and Mills, (1982) investigated the effects of life-style and self-perception on consumers' purchase intention or behavior toward clothing products. Results concluded that consumers with different self-perceptions have different attitudes or responses toward fashion/clothing products.

Slama and Tashchian (1985) developed a scale to measure the purchase involvement of consumers. They used a Likert-type scale to test the relationships between specific market characteristics and purchasing involvement, these measures have been specifically developed to capture buying involvement; they suggested that marketers consider purchasing involvement when attempting to explain consumer behavior. Scitovsky (1986) follows it into the specification of personality types: extrovert-low arousal and introvert-high arousal. He moves away from the hedonic one-dimensional scale and uses the physiological concepts of drives and arousal to establish the difference between comfort and stimulation, and thence to cultural types, American and European.

Using this distinction Scitovsky shows how responses which make sense within one type do not in the other and vice versa. He concludes, not only that the rationale of the two types is incompatible, but also that the American pattern contains many contradictions like the search for comfort damaging health, efficiency in saving time but inefficiency in spending it.

Moschis and Churchill (1987) also found that the greater the communication between college students and their parents about consuming behaviors, the more economically prudent their consumer choices were. Although some studies reported parental influence was found to decrease when consumers get older, studies found that parental influences were still important on college students' purchasing. Khan, Chang and Horridge, (1992) indicated the selection of media is based on the characteristics of media, the demographics and psychographics of the target market, and the characteristics of the product.

Results indicated that self-consciousness and demographic variables such as age, education, occupation, marital status, ethnic group, and political outlook affected the usage of newspapers, magazines, radio, and television. Austin (1993) stated that consumers may decide not to buy a product if they feel that the product is not consistent with their own perceptions of themselves as members of a particular society. People also tend to like others whom they perceive as being more similar to themselves than those who are less similar.

Athletic shoes are a product closely related to current fashion trends. Therefore, college students are influenced by agents with similar attitudes, thoughts, feelings, values, and interests in regard to certain products.

According to Ehrenberg, Schriener and Barnard (1997), consumers' price perceptions have effects their purchase behavior, they perceive price differently for different products. Individual buy products that are priced at what they are willing to pay for those products.

McGowan and Sternquist, (1998) explained that a strong price/quality perception suggests a firm belief that the price of a product is a good indicator of its quality. Prestige sensitivity can be viewed as the tendency to make attributions about other consumers, or to be sensitive to attributions made by other consumers, on the basis of the price level of purchase. Prestige sensitivity is related to socially visible behaviors, whereas price/quality perceptions are influenced by cues that reinforce the validity of using price to imply quality.

Robin Danielle Mc Fatter (2002) in his study “Fashion involvement of affluent female consumer” explains that there was a significant relationship between consumers’ media usage and fashion involvement. It is because; marketers and retailers can use these types of media when appealing to affluent, female consumers. There was a significant relationship between the consumers’ prestige sensitivity and price/quality and fashion involvement.

According to the research carried out by Kyle Murray and Peter Popkowski (2008) the results of study that the relationship between weather and consumer spending are very important. This study employs a different method in an attempt to triangulate the effect of weather on consumer spending with daily sales data, panel data and a laboratory experiment. The study establishes the effect that weather can have on consumer spending by examining the correlation between a wide variety of weather variables and the daily sales of a small independent retailer.

#### **2.4 Advertisement and Consumer Behavior:**

Verdon and McConnell (1968) studies the relationship between advertising and aggregate demand, they found that advertising have a positive relation with aggregate demand. Also they also tried much to find out the correlation between advertising expenditure and GNP, industrial production. They could not establish the link between these variables. They find out the correlation between advertising spending and GNP, industrial production. They could not establish the link between these variables. As early as 1975, Cunningham and Green found that decision roles in the home had changed as women entered the work force in the 1960s and early 1970s.

As behavior tends to be consistent with attitudes, there is reason to believe that more egalitarian male attitudes will lead men to assume roles stereotypically considered female. Kotler (1988) sees advertising as one of the four major tools companies use to direct persuasive communications to target buyers and public noting that “it consists of non-personal forms of communication conducted through paid media under clear sponsorship”. According to him, the purpose of advertising is to enhance potential buyers’ responses to the organization and its offering, emphasizing that “it seeks to do this providing information, by channeling desire, and by supplying reasons for preferring a particular organization’s offer”. Expressiveness involves understanding and dealing with emotions in self and others, although it is not "being emotional"; rather, it concerns personality traits focused on being actively interdependent and relational.



Understanding, caring, nurturance, responsibility, considerateness, sensitivity, intuition, passion, and focus on communal goals are traits associated with femininity study by Cross and Markus 1993; Easlea 1986; Keller 1983; Meyers-Levy 1988; Weinreich-Haste 1986).

Many researchers (Bagozzi et al., 1992; Mittal, 1994; Shimp and kavas, 1984) reiterates the insufficiency of the demographic line of inquiry into coupon use and support the notion that psychological studies of shopping behavior and coupon use are needed. However, neither psychological variables nor the age or gender demographics have been related to any motives underpinning bargain-hunting and coupon use. Older women with higher incomes more likely to use coupons but found these two variables had no effect on male coupon use.

Chowdhury (1994), in a more closely related study considered the relationship between advertising and several macro-economic factors during the period of 1960-91 in UK. He could not able to find the relation between advertising and consumption, while he could able to find relation between advertising and employment.

Fischer and Arnold, (1994) opined that since the 1960s, some researchers have begun to investigate how gender identity (which includes a combination of sex, psychological gender, and gender attitudes) would contribute to a consumer' product- and brand-consumption. Alternatively, by assuming traditionally female roles, men might begin to become more egalitarian in their beliefs about appropriate gender r

Advertiser's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do.

The advertisers goals is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group (and symbols) for communications this involves the study of consumers behavior: the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants (Arens, 1996). Etzel et al. (1997) succinctly capture all advertising as having four features: (i) A verbal and or visual message (ii) A sponsor who is identified (iii) Delivery through one or more media (iv)Payment by the sponsor to the media carrying the message.

Summarizing the above, they conclude that “advertising then consist of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization”. Advertising, sales promotion and public relations are mass-communication tools available to marketers.

As its name suggests, mass communication uses the same message for everyone in an audience. The mass communication tools trade off the advantage of personal selling, the opportunity to tailor a message to each prospect, for the advantage advertising a product. This study revealed that television is currently the most potent of all media used in can be demonstrated and described on TV.

## **2.5 Socio-Cultural Factors:**

Consumer behavior is a combination of customers' buying consciousness and external incentives which are likely to result in behavior remodeling. The society’s culture such as norms, convention, customs religion, festivity, class, lifestyle and other subculture influence how individual consumers buy and use products, and help explain how groups of consumers behave.

According to Himmelfarb (1975), understanding the influence of religion on consumer behavior is complicated. Earlier religious psychology studies tended to focus on one’s commitment to his or her religion as the main indicator for a religion’s influence. Almost all factors related to religion are aggregated to form a religious commitment concept, thus complicating efforts to unravel the components of religion’s influences.

Triandis (1995), the ability to focus on group preferences and group harmony in collectivist cultures leads to an ability to repress internal (personal) attributes in certain settings. Accordingly, people in collectivist cultures often shift their behavior depending on the context of what is “right” Among collectivist a person is generally seen as more mature when he/she puts personal feelings aside and acts in a socially appropriate manner rather than in a way consistent with personal attitudes and beliefs This pattern is likely to affect the buying behavior of clothes.

Schiffman and Kanuk (1997) correlates culture as the sum total of learned beliefs, values, attitude and that serve to guide and direct the consumer behavior of all members of a society. Thus, culture consists of traditional ideas and in particular, the values, which are attached to these ideas. It includes knowledge, belief, art, morale, law, customs and all other habits acquired by man as a member of society.

The beliefs and values components of these definitions refer to the accumulated feelings and priorities that individuals have about things and possessions.

Kotler (2000) added that the unwritten codes of conduct communicated by culture subtly indicate which consumption behavior should be considered right or wrong at a particular point in time. Thus, its influences on consumer buying behavior can never be over-emphasized.

Empirical research on the influence of culture on consumer buying behavior, conducted by Kacea and Lee (2002) revealed that there is a powerful and consistent influence of culture at both ethnicity level and the individual level. The study added that among many aspects of consumer buying behavior which cultural factors moderate include self-identity, normative influences, the suppression of emotion, and the post pavement of instant gratification.

## **2.6 Families and Family Decision Making:**

Family members, forming the basic structure of the initial Reference Group, have a great impact on buyer behaviour. Individual members of families often serve different roles in decisions that ultimately draw on shared family resources. Some individuals are information gatherers/holders, who seek out information about products of relevance. These individuals often have a great deal of power because they may selectively pass on information that favors their chosen alternatives. Marital Status: single, engaged, married, separated, divorced, widow, etc. Married people always constitute a stronger market for homes, life insurance, consumer durables and children's clothing than unmarried people. Thus it is important to consider the marital status of a consumer before studying his/her buying behaviour. Family size: small family, big family and joint family, etc. If size of the family small it will purchase essentials in small quantity but if the size of the family is large it will purchase essential products like food, clothes, etc. in large quantity to fulfill the necessity of every member of the house.

Samadi (2007), Family is a particular sub-group of society and at the same time implies an important economic unit. Family is a complete and complex purchasing organization that encompasses the needs of two generations or more. Purchasing behaviour will be affected by the nature of family and its responsibilities may create a range of reverse demands for goods and services. The style of the family life determines its place in the society. Several researchers studied the impact of social factors on individual and family consumption patterns.

Nesai, (2009), in everybody's life, two kinds of families may be formed. The first kind is family in which someone is born and grows and religion, politics, economics and education of that person depends directly on that family. The second kind of family in which the buyer's behaviour is affected includes children and people under supervision. Feltham (1998) found female brand preferences were more closely aligned with a parent's preferences than were male brand preferences. An assumption was made that males are less likely to communicate overtly with their parents about issues such as brand preferences and therefore leave home with less purchasing confidence than their female counterparts. Mascarenhas and Higby (1993) stated that parents influenced young consumers by letting them observe and imitate their consuming behaviours, by interacting with them in their consumption, and by providing them with opportunities for guided consumption. A study by Fanning et al. (2005) on fast food consumption in the USA found that several socio-economic and demographic variables significantly influence the probability of fast food being part of household expenditure. Some of the more significant variables identified were age, income, education level, hours spent at work and the number of household members.

## **2.7 Mall and Media:**

Shopping in India has witnessed a revolution with the change in consumer behavior and the whole format of shopping is also altering.

The phenomenon called shopping Centre or shopping mall is rocking India -metros and now even the smaller towns are buzzing with the mall mania.

Modern retail format i.e. shopping malls are characterized by professionally managed large format stores, providing goods and services that appeal to consumers, in an ambience that is conducive for shopping. In retail sector the investment has been increased from all over the world, especially India has become the place for the investment in retail sector like Foreign Direct Investment (FDI). Retail infrastructure in India has become the steady growth in the construction and that are operated in the various cities as shopping malls. Consumer buying behaviour has become the most important factor for every sector; Indian consumer has the dynamic change in their behaviour, taste, preference, motives, personality, attitudes, beliefs and values when they are making a purchase in the shopping malls. The scope of the research is to find the buying behaviour of the respondents with regard to the expectation of the products and availability of service that are offered in the malls.

We analysis the factors that are influencing the customer towards the purchase of products in the shopping malls.

Baker, J., D. Grewal, and A. Paras Raman and B. Glenn 2002, „The Influence of Multi-Store Environmental Clues on Perceived Merchandise Value and Patronage Intentions“, suggest that perceived monetary price, relative to merchandise quality, has a substantially stronger influence on perceived merchandise value, even though the videotaped scenarios contained no price information.

J Baker, M Levy, D Grewal - Journal of retailing, 1992 - The extant literature on retail store atmospherics is extended with the express purpose of providing an experimental method that can be utilized by retailers to examine various aspects of store atmospherics and their impact on the retail patronage decision. As an application of this methodology, the Mehrabian and Russell (1974) affect model is examined. Specifically, the effects of 2 retail atmospheric factors: 1. ambient cues (lighting and music), and 2. Social cues (number-friendliness of employees) on 147 undergraduate respondents' pleasure, arousal, and willingness to buy were examined. Results indicate that the ambient cues interact with the social cues to influence respondents' pleasure and the social cues influence arousal in the store environment. These affective states (pleasure and arousal) are in turn found to have a positive relationship with respondents' willingness to buy.

Finally, results provide initial support that arousal and pleasure may mediate the effects of store environment on respondents' willingness to buy.

Sharma, Shiva Kumar R. (2012). “Customer Attitude towards Shopping Malls in Mumbai” This study is restricted to 5 shopping malls in Mumbai. Factors influencing the customer to shop in the shopping malls of Mumbai such as socio - economic profiles, income, frequency of visit, and period of relationship between the respondents and shopping malls, purpose of visit, occasion to visit shopping malls are some of the aspects studied in the present study.

From the study it is revealed that a majority of ‘Mumbaikars’ do prefer to shop at shopping malls as it is a convenient place to buy anything they desire. Most respondents expressed that the shopping malls are just not a place to shop due to its constant availability, but has also created an ideal environment for social interaction for people of all ages. They also stated that shopping malls offer excellent parking facilities, create value for money, credit / debit card facilities, and so on. As a result, higher customer traffic is attracted towards shopping malls.

All thanks to shopping malls for bringing about an overall development in Mumbai. Panchanatham and Gnanaguru (2008) - Retailing is interlinking the individual consumer with the manufacturing and distribution chain. Retailing is highly consumer driven and the customers are being exposed to new retail formats frequently. If well planned and organized, the retail business would ensure that the consumers will benefit not only by way of quality products but also in prices due to the bulk buying capacity of big retailers.

Kearney (2006) - India is more attractive than ever to global retailers. India's economic growth, forecasted at 8 percent GDP in 2006, continues to support the retail industry. The estimated \$350 billion retail market is expected to grow 13 percent and the top five retailers account for less than 2 percent of the modern retail market. And with one billion people, it is the second largest population in the world. There are also fundamental changes underway in India. In early 2006, the government announced that it would allow foreign companies to own up to 51 percent of a single-brand retail company.

Srivastava (2008) - The findings presented show that malls in 2006 are more developed in the North and West part of India. Food, groceries and apparel purchase by customers contributed to 52 percent. On an average 75 percent of customers spend about 1-3 hours in the mall. Malls with multiplexes such as cinema theatres, food courts, and play places for children are becoming the center for family outings. Small retailers have improved their service to cater to Indian consumers. Credit limits and home service are helping them to hold on to their customers. Retailing focus is changing towards satisfying the different hierarchy of needs of customers.

Ernst and Young's report- 'The New Market Shehers: Tapping Potential beyond the Metros' (2010) - throws light on the growing clout of the key urban towns in India. The key findings of the report indicate retail presence in the Key Urban Towns (KUTs) and the Rest of Urban India (ROUI) through organized retail chains and malls has increased considerably over a two-year period; the percentage growth in the number of malls in the KUT (55%) was more than twice that of the metros (24%). Swaminathan and Vani (2008) - inspected shoppers' observation and attitude towards shopping malls and featured 15 factors that had an impact on shoppers' attitude. Venkateswarulu and Uniyal (2007) distinguished a lot of factors that depicts consumers' goal to support a shopping mall. Chattopadhyaya and Sengupta (2006) placed that shopping malls with clear and particular situating had higher customer support.

Zhang et al. (2011) - seen that shoppers' observations about the products' esteem are formed by the mall atmospherics, which has an effect on their emotional reactions and behavior. Numerous investigations have utilized explicit factors comprising mall ambience, which have been distinguished as noteworthy influencers of shoppers' mall loyalty and support behavior.

These include: temperature, neatness, charming smell, lighting, and ambient melodies. Babin, Hardesty and Suter (2003) watched the effect of different shading and light mixes on shoppers' responses and their recognition towards belittling the mall. Correspondingly, Broekemier, Marquardt and Gentry (2008) noticed that upbeat (or dismal) music impacts consumers' motivation straightforwardly while shopping.

Sahar Karimi (2013) - investigated the online purchase decision-making behavior of consumers by presenting a complete methodology that covers two distinct perspectives: a) singular dimension behavior and b) market-level behavior. Singular dimension behavior improves our comprehension of how purchase decision-making forms unfurl and whether they vary for various people.

Drawing from decision examination and consumer behavior writing, four fragments of online consumers are presented dependent on two individual variables: decision making style and learning of the product.

Original behavior of each section is recognized tending to varieties simultaneously and process result for various gatherings. What's more, market-level behavior explores the genuine behavior of consumers in connection with various retailers in the market; it depends on the collected behavior of 60,000 people.

Behavior in a specific website as well as cross-visiting behavior of consumers contrasting numerous retailers is inspected”

Syed Irfan Shafi, Dr. C. Madhavaiah (2014) - This test think about analyzed the impact of statistic and consumer buying properties which affect the apparel purchaser decisions, aftereffects of the investigation uncovered that reference group, promotion, retailer characteristics, product traits, income, and occupation are the most essential component of apparel buying behavior, this shows the apparel outlets should give additional hugeness to apparel obtaining ascribes to draw and pull in the shoppers, and moreover the promotional program furthermore ought to be performed forcefully and precisely.

Social media has occupied an important position as a communication tool. People across the globe use social media to connect to other people or organizations. Globally, people have started to use social media such as Facebook, Twitter, Instagram and LinkedIn to share their experiences. As customers, people share product reviews, information about a service, advice on food or health, warnings about products, tips on using certain products, and much more. People have a lot of 'connections' on social media, therefore information is consumed by many people. This information becomes a source of influence on consumers and their buying behavior. Research studies have shown that many people rely on the information and reviews on social media as a guide for planning their future purchases.

Tory (1993) presents a model that allocates a more powerful role to the consumer in its interaction with the environment. It pinpoints the role of the media and its influence on consumer consciousness. Contrary to those who study media as a management tool, this study retains the neutral role of media as one of the players for covering events and crises that will in the end influence the perception of consumers. Among the studies in consumer marketing, Shetch and Parvatiyar (1995) extend the dyadic relationship perspective to include a model that presents the influence players in the social and institutional context have over one another to explain the behavior of the consumer.

Others, such as Johansson and Håkansson (1988), employ a process view and present a network model for studying behavioral changes.

Following this process view, Håkansson and Snehota (1995) apply the model to study participants in the business sectors, for example, companies and firms, others, such as Hadjikhani (1996), to study turbulent relationships between political entities/events and the media and business players.

Keller (1993) described brand knowledge as a component of brand equity, which is shaped by consumer knowledge of a brand and its products and consumer response to the marketing messages of a brand. Studies of brand equity often attempt to determine the consumer perceptions of a brand and its impact on decision-making.

Aaker (1997) maintained that this is based on the perception of branding that influence reception to brand messages. Aaker described this in relation to brand personality, which includes the associations or characteristics of a brand.



Brand personality is defined as “the set of human characteristics associated with a brand” (p. 348). For example, advertising messages that attach adjectives like “cool, hip, contemporary” to Absolut vodka, while attaching characteristics like “intellectual, conservative” and older to Stolichnaya vodka define how the products are branded and how they are distinguished by consumers

Brand communities often form based on the presence of brand loyalty and positive response to brand-centric content. When creating a social media presence for a brand, the development of this kind of community requires an understanding of how social media works and how brand communities function through the application of social media.

Brand communities are made up of individuals who choose to participate and demonstrate a relationship to the essential information, content, or materials that are being shared in the community.

This can include commentary on products, responses to new products, incentivized elements that shape decisions about participation in the community, and methods to create a social connection that has emotional or socially driven experiential elements, including creating a sense of belonging (Laroche, Habibi, & Richard, 2013). A key element for leaders like Facebook is to develop social interactions and create engaging environments (Laroche, Habibi, and Richard, 2013).

## **2.8 Empirical Studies to Test Consumption Theories:**

The Kuznets paradox (1950-60) posed a challenge for theoretical analysts of consumption. Clearly the linear Keynesian consumption function was insufficient, since it could not explain why the MPC was less than the APC in the short run and across households a long-term empirical study by Simon Kuznets uncovered two facts: 1) In the Short-Run, APC does decline as income rises. 2)

In the Long-Run, there is a constant savings -income ratio i.e. constant consumption-income ratio. Or in other words, In the Long-Run, APC is constant.

Alimi, R. Santos (2013)’s study investigates how consumption expenditure is determined by income according to Keynes’ Absolute Income Hypothesis (AIH) for the case of Nigeria and thus presents a consumption function for Nigeria for the period 1970 to 2011, estimating total household consumption expenditure against total income.

The AIH model was tested by ordinary least squares over the period using data obtained from the World Bank national accounts data and Ivan Kushnir's Research Center. We described and tested two important theoretical predictions of the Keynesian AIH model; first, that the marginal propensity to consume (MPC) is constant and, second, that the average propensity to consume (APC) declines as income increases. Using Nigeria economic data, they estimated parameter MPC and APC both for short run and long run time series. The results shows that MPC conform with Keynes earlier proposition that MPC is less than one, however it is not stable and the value of the autonomous consumption is negative in the long run. They found also that the APC did not vary systematically with income as conjectured by Keynes that it declines as income increases. As a result, the income elasticity of consumption does not follow Keynes prediction. The absolute income hypothesis fits well for Nigeria data in the short run.

In the long run, with the elasticity of consumption of about 1 or above 1, evidently there are other important determinants of consumption other than income.

Solnick and Hemenway, (1998) found that, on average, both relative and absolute income, as well as consumption, matters for individual utility, or well-being. The differences are in the expected direction, so that goods widely considered being positional, like houses and car ownership, are also found to be more positional than goods typically seen as non-positional, such as vacation and insurance. They found the mean estimates of the marginal degree of positionality for houses and car ownership to be much smaller than unity, implying that absolute consumption is still important. At the same time, the mean degree of positionality is considerable for vacation and insurance, implying that relative consumption is important here too, an alternative strategy for measuring the importance of relative standing is to ask individuals hypothetical questions regarding their choice among alternatives states or outcomes, where their choice reveals their concern for relative positions.

Following another direction of research on the permanent income hypothesis, Campbell and Mankiw (1990) suggested that the time-series data on consumption, income and interest rates were best viewed as generated not by a single forward-looking consumer but by two types of consumers: (i) forward-looking consumers which consume their permanent income, but were extremely reluctant to substitute consumption inter-temporally in response to interest rate movements and (ii) "rule of thumb" consumers which consume their current income. Thus, because of ii) the change in aggregate consumption responds to the change in current income.

Campbell and Mankiw state the accumulated empirical evidence regarding actual consumer behavior is not entirely consistent with life cycle theory or the permanent income hypothesis they estimated that the spending patterns of about half of consumers could be considered income sensitive, while the other half could be considered permanent income consumers, as suggested by the permanent income hypothesis.

Individuals who occupy one end of this continuum tend to spend in relation or proportion to current incomes.

Flavin (1981) using time series analysis to quantify the revision in permanent income, revealed substantial evidence against the PIH and reported that consumption is excessively sensitive to income, a conclusion that has been interpreted as evidence of the fact that liquidity constraints are important for understanding consumers' expenditure.

Altonji, Joseph and Siow, Aloysius (1987) in their paper tests the rational expectations life cycle model of consumption against (i) a Keynesian model and (ii) the rational expectations lifecycle model with imperfect capital markets. The tests are based upon the relative responsiveness of consumption to income changes that can be predicted from past information and income changes that cannot be predicted.

The tests allow for measurement error in income. The results reject the Keynesian model and generally support the lifecycle model. But the results are not sufficiently precise to rule out the possibility that some households are liquidity constrained. Measurement error has a strong influence on the relationship between consumption and income.

Fredrik W. Andersson (2006) in his paper tests Duesenberry's hypothesis that individuals who make an upward social comparison have a higher concern for their relative consumption than those who make a downward social comparison. The empirical results support Duesenberry's hypothesis.

Moreover, they find that there are no systematic differences between students and employees and between female and male in their concern for relative consumption.

This may suggest that the concern of individuals for relative consumption is independent of where the individuals are in their life-cycles.

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## Chapter 3

# Socio- Economic and Political Aspects of Nagpur and Bhopal Cities

In this chapter, various aspects of the socio-economic life of Nagpur and Bhopal cities have been described. The basic information on agriculture, industries, finance, trade and commerce, education, living standard and miscellaneous occupations describes the structure of the economy of the cities in the past and the present. The object was to explore all realistic and objective picture of the economy of the cities.

This chapter deals with the background of the two cities in Nagpur and Bhopal. Besides, this has also been covered economic prospects of the cities in various fields of economic activity.

The chapter is divided into four sections: — (I) Profile of Nagpur city (II) Profile of Bhopal City (III) Similarities of both Cities, and (IV) comparative analysis of two Cities.

### Section-I:

This section gives knowledge of the trends in the economic life of this city and the economic potentialities which are inherent in the district economy. It may, however, be noted that there is no objective measure of economic potentialities, and that it is very difficult to determine the economic prospects of an area like a city. With the passage of time potentialities change and economic planning of the right type expands the extent of potentialities.

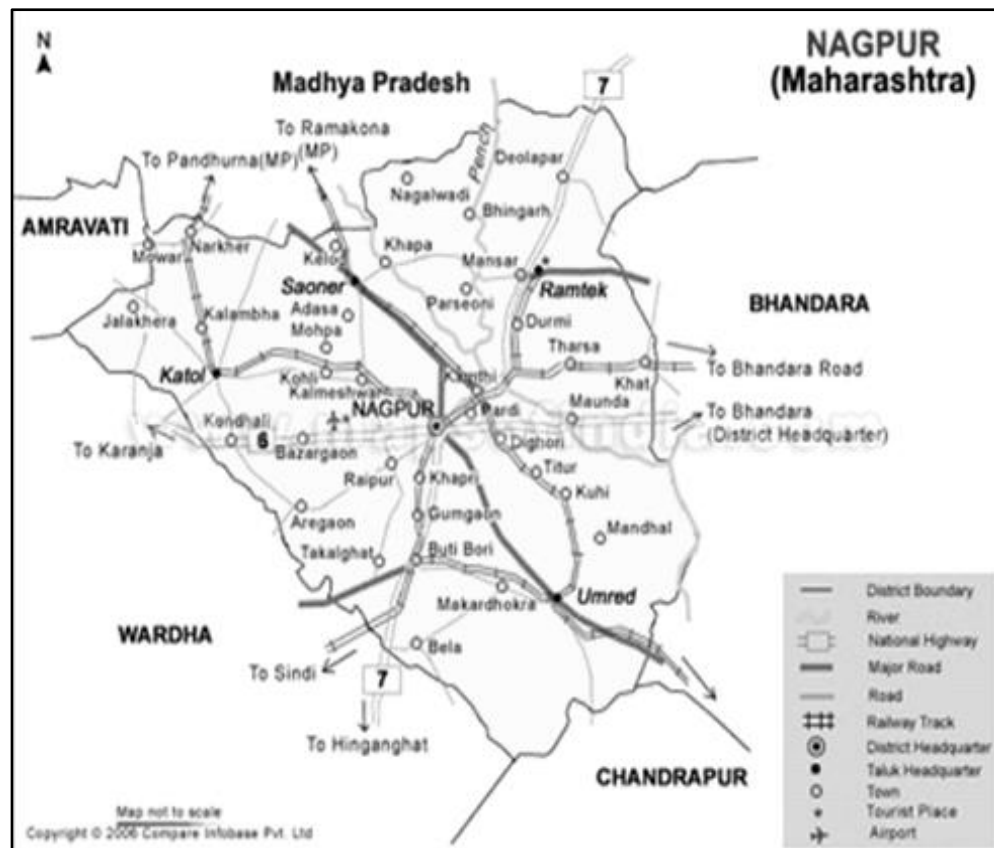
### 3.1 Profile of Nagpur City:

Nagpur is a city in the central part of India in Maharashtra State. Nagpur district is located between 21°45' N to 20°30' N and 78°15' E to 79°45' E, which essentially indicates that Nagpur district, is located in the Deccan Plateau.

The adjoining districts are Bhandara on the east, Chandrapur on the south, Amravati and Wardha on the west and in the north shares the boundary with Madhya Pradesh.

The Nag River, a tributary of the Kanhan River, flows in a serpentine path and is therefore named "Nag", the Marathi word for snake. Hence, the river and city is named as Nagpur. Nagpur is a sprawling, seemingly infinite metropolis and is India's primary transport hub with all the nation's main highways intersecting there.

This city of wide, lush gardens and religious sites is culturally alive, and regularly hosts handicrafts exhibitions, tribal dances, and folk-art programmes. Many festivals are celebrated here, including the Kalidas Mahotsav, the Ganesh Utsav and Dhamma Chakra Pravartan Din.



**Figure 3.1: Map of Nagpur**

**Source:** ABOUT NAGPUR [cse.vnit.ac.in/comad2010/about\\_ngp.php](http://cse.vnit.ac.in/comad2010/about_ngp.php)

Nagpur City has many distinctions. Popularly it is called the Orange City. Nagpur is a winter capital of the state of Maharashtra, a fast growing metropolis and third largest city in Maharashtra after Mumbai and Pune.

Nagpur Metropolitan Area is the 13<sup>th</sup> largest urban conglomeration in India. It has recently been ranked as the cleanest city and the second greenest city of India after Chandigarh. The forests around Nagpur are full of best quality teak plantations.

It is located at the very center of the heartland, almost equidistant from Kolkata, Chennai and New Delhi and Mumbai; in fact, the Zero Milestone of India (a heritage monument) is in this city, marked by the stone obelisk that the British placed there, on whose surface is an engraved list of cities (spelt the old-fashioned way) with distances to each of them. (Nagpur is 837 km from Mumbai, 1094 km south of Delhi, 1092 km north of Chennai and 1140 km west of Kolkata). All major highways NH-7 (Varanasi - Kanyakumari) and NH-6 (Mumbai - Sambalpur - Calcutta) and major railway trunk routes (Mumbai, Chennai, Howrah, and Delhi) pass through the city. Important Central and State Government offices and institutions are located in Nagpur. Industrial Development exists along the fringe areas like Kamptee, Hingna, Wadi, Khapri, Butibori and Kalmeshwar

### **3.1.1 Geographical Profile of Nagpur:**

There is complex relationship between geography and macroeconomic growth. Location and climate have significant effects on income levels and income growth, through their effects on transport costs, disease burdens, and agricultural productivity, among other channels. Furthermore, geography seems to be a factor in the choice of economic policy itself. Nagpur is situated 274.5 meters to 652.70 meters above sea level and 28% of city area is covered by forest. The total area of Nagpur district is 9,892 sq.km. The surrounding region is an undulating plateau rising northward to the Satpura Range, from 889 to 2,142 feet (271 to 653 m). In the west, the hills are forested. In the northeast are the hills of Ramtek. The region is drained by the Kanhan and Pench Rivers in the center, the Wardha in the west, and the Wainganga in the east. Both these rivers later merge as tributaries into the Godavari River. The underlying rock type in the Western and Southern localities is Deccan Trap; the lava flows gave rise to flat topped and terraced features.

The Eastern halves covered by crystalline Metamorphic Rock such as gneiss's, schist and granites. In the Northern part of the city, yellowish sand stones and clays of the lower Gondwana formations are found. In maximum part of the town, the underlying rock strata are covered with alluvial deposits resulting from the flood plain of the Kanhan River. Nagpur generally has a dry tropical weather. The climate of Nagpur follows a typical seasonal monsoon weather pattern. The peak temperatures are usually reached in May/June and can be as high as 48°C.

The climate of the District is mild and dry, salubrious and distantly conducive to long life. It enjoys the reputation of being one of the hottest places in India, and during April and May the heat is excessive, but the hot weather, owing to the great dryness of the atmosphere, is not unpleasant. Save for the two months of the hot weather (from the middle of April to the middle of June) when the heat is intense and one month (September 15<sup>th</sup> to October 15<sup>th</sup> when the atmosphere becomes steamy and the moist heat is most trying, the climate of Nagpur is quite bearable.

The monsoon months are however nearly as sultry as is the case in most plain districts of India and during this period the average temperature in the shade is about 80°. The most critical period of the year is the quarter from September to November. The climatic conditions of this period make or mar the autumn harvest and exert a great influence on the success of the spring crops. The onset of monsoon is usually from July and the season extends up to September, with monsoon peaking during July and August. After monsoons, the average temperature varies between 27°C to 35°C and approx 6 to 7°C right through December and January. Average annual rainfall is 45 inches, with more rain in the east than in the west. Though the cold weather is as a rule of short duration, the climate during the period from the middle of November to the end of February is extremely pleasant.

### **3.1.2 History of Nagpur:**

History shapes the economic environment. Historical events and activities have strong influence on trade and related activities. Nagpur has rich in historical background and political influence on economic activities. The first reference to the name Nagpur is found in a 10<sup>th</sup> century copper-plate inscription discovered at Devali in the neighboring Wardha district. Towards the end of the third century King Vakataka dynasty, Vindhyaśakti is known to have ruled the Nagpur region.

In the 4<sup>th</sup> century Vakataka Dynasty ruled over the Nagpur region and surrounding areas and had good relations with the Gupta Empire. The present city was founded in the early 18<sup>th</sup> century by Bhakt Buland, a Gond prince of the kingdom of Deogad in the Chhindwara district. Seeing the advantage of civilized life in Delhi, he started to build Nagpur as his new capital. His successor Chand Sultan continued the work. On Chand Sultan's death in 1739, Wali Shah, an illegitimate son of Bakht Buland, usurped the throne and Chand Sultan's widow invoked the aid of the Maratha leader Raghuji Bhonsle of Berar in the interest of her sons Akbar Shah and Burhan Shah.

The usurper was put to death and the rightful heirs placed on the throne. After 1743, a series of Maratha rulers came to power, starting with Raghoji Bhonsle, who conquered the territories of Deogarh, Chanda and Chhattisgarh by 1751.

In 1803, Raghoji II joined the Peshwa against the British in the Second Anglo-Maratha War, but the British prevailed. After Raghoji II's death in 1816, his son Parsaji was deposed and murdered by Mudhoji II. Despite the fact that he had entered into a treaty with the British in the same year, Mudhoji joined the Peshwa in the Third Anglo-Maratha War in 1817 against the British but suffered a defeat at Sitabuldi in present-day Nagpur city. The fierce battle was a turning point as it laid the foundations of the downfall of the Bhonsles and paved the way for the British acquisition of Nagpur city. Mudhoji was deposed after a temporary restoration to the throne, after which the British placed Raghoji III, the grandchild of Raghoji II, on the throne. During the rule of Raghoji III (which lasted till 1840), the region was administered by a British resident. In 1853 Raghoji III died without an heir to his kingdom. As a result, the city lapsed into British control under Lord Dalhousie's Doctrine of Lapse.

From 1853 to 1861, the Nagpur Province (which consisted of the present Nagpur region, Chhindwara, and Chhattisgarh) became part of the Central Provinces and Berar and came under the administration of a commissioner under the British central government, with Nagpur as its capital. Berar was added in 1903. In 1861, Nagpur became the capital of the Central Provinces. The advent of the Great Indian Peninsula Railway (GIP) in 1867 spurred its development as a trade centre. After Indian independence, Nagpur became the capital of Madhya Bharat state (C.P. and Berar). After Indian Independence in 1947, Central Provinces and Berar became a province of India and in 1950 became the Indian state of Madhya Pradesh, again with Nagpur as its capital. When the Indian states were reorganized along the linguistic lines in 1956, Nagpur and Berar regions were transferred to Bombay state, In 1960, the Marathi majority Vidarbha region was merged with the new state of Maharashtra and Nagpur was designated the second capital of Maharashtra state, alternating with Bombay as the seat of the Maharashtra state legislature.

### **3.2 Demographic Profile:**

Demographic profile refers to the vital and measurable statistics of a population. Demographic characteristics, such as age, sex, marital status, income, occupation, and education, are most often used as the basis for market segmentation.

Demography helps to locate target market and consumption behavior. The city of Nagpur is divided into 13 talukas and 1874 villages for the convenience of administration. There is 1 katak mandal, 10 nagar parishads, 778 gram panchayats and 13 panchayat samitis.

The administration of Nagpur is handled by the state government of Maharashtra. For the convenience, the state government has set up a municipal corporation in the city to look after the administration related with the commercial city of Nagpur. The mayor of the Nagpur Municipal Corporation (NMC) heads the corporation. The person who helps the mayor in the administration of Nagpur is known as additional municipal commissioner and municipal commissioner. Marathi, the official language of Maharashtra, is the local language in Nagpur. Hindi is also spoken as a secondary language. Due to its central location Nagpur has become cosmopolitan with a large number of residents from neighboring states of Madhya Pradesh, Chhattisgarh and Andhra Pradesh. The number of migrants to Nagpur from outside Maharashtra during the 1991-2001 decade was 2.1 lakh making Nagpur the fourth most favored destination in state.

The total area of district covered is about 9897 sq. km. of which Nagpur city accounts for 217.65 sq. km. (2.2%). In 2011, Nagpur had population of 4,653,171 of which male and female were 2,388,558 and 2,264,613 respectively. There was change of 14.39 percent in the population compared to population as per 2001. In the previous census of India 2001, Nagpur District recorded increase of 23.74 percent to its population compared to 1991. Initial provisional data suggest a density of 470 in 2011 compared to 411 of 2001.

Average literacy rate of Nagpur in 2011 were 89.52 compared to 84.03 of 2001. If things are looked out at gender wise, male and female literacy were 93.76 and 85.07 respectively. For 2001 census, same figures stood at 90.18 and 77.42 in Nagpur District. Total literate in Nagpur District were 3,734,192 of which male and female were 2,004,798 and 1,729,394 respectively. In 2001, Nagpur District had 2,976,205 in its total region. With regards to Sex Ratio in Nagpur, it stood at 948 per 1000 male compared to 2001 census figure of 932. The average national sex ratio in India is 940 as per latest reports of Census 2011 Directorate. There were total 481,814 children under age of 0-6 against 525,850 of 2001 census. Of total 481,814 male and female were 250,223 and 231,591 respectively. Child Sex Ratio as per census 2011 was 926 compared to 942 of census 2001. In 2011, Children under 0-6 formed 10.35 percent of Nagpur District compared to 12.93 percent of 2001.



There was net change of -2.58 percent in this compared to previous census of India. Nagpur District population constituted 4.14 percent of total Maharashtra population.

**Table 3.1: Religious demography**

Population share and literacy rate by religious communities, Nagpur District (in '000)

<b>Religion</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
Buddhist	2546	2386	4932
Christian	119	114	233
Hindu	13067	11999	25066
Jain	72	68	140
Muslim	1187	1103	2290
Sikh	70	58	128
Other	12	11	23

**Source:** District Hand Book 2010-11

In 2001 census, this figure for Nagpur District was at 4.14 percent of Maharashtra population.

**Table 3.2: Number Of Usually Employed Per 1000 Persons Aged 15 Years and Above During 1993-94, 1999-2000 and 2004-05 in Nagpur**

	<b>61<sup>th</sup> (2004-05)</b>	<b>55<sup>th</sup> (1999-00 )</b>	<b>50<sup>th</sup>(1993-94)</b>
<b>Male</b>	720	697	727
<b>Female</b>	289	154	212

**Source:** Employment - Unemployment Situation in Million Plus Cities of India: A Critical

**Analysis By:** DR. B. K. Sharma and N. T. Krishna. DES, N. C. T. Delhi

Nagpur is a cosmopolitan city which consists of people of various religious faiths from different parts of India.

A major portion of population comprises of the middle class people. But recently, a considerable amount of the affluent class has also been attracted towards the city of Nagpur.

**Table 3.3 Demographic profile of Nagpur**

<b>Description</b>	<b>2011</b>	<b>2001</b>
Actual Population	4,653,171	4,067,637
Male	2,388,558	2,105,314
Female	2,264,613	1,962,323
Population Growth	14.39%	23.74%
Area Sq. Km	9,892	9,892
Density/km <sup>2</sup>	470	411
Proportion to Maharashtra Population	4.14%	4.20%
Sex Ratio (Per 1000)	948	932
Child Sex Ratio (0-6 Age)	926	942
Average Literacy	89.52	84.03
Male Literacy	93.76	90.18
Female Literacy	85.07	77.42
Total Child Population (0-6 Age)	481,814	525,850
Male Population (0-6 Age)	250,223	270,823
Female Population (0-6 Age)	231,591	255,027
Literates	3,734,192	2,976,205
Male Literates	2,004,798	1,654,342
Female Literates	1,729,394	1,321,863
Child Proportion (0-6 Age)	10.35%	12.93%
Boys Proportion (0-6 Age)	10.48%	12.86%
Girls Proportion (0-6 Age)	10.23%	13.00%

**Source:** [www.census 2011.co.in](http://www.census 2011.co.in)

The worker-population ratios in Nagpur City are presented region wise of the last three quinquennial NSSO rounds of survey.

It can be seen that male WPR of Nagpur almost static during 50<sup>th</sup> and 61<sup>st</sup> NSSO rounds during 1993-94 and 2004-05. As far as female WPR is concern, there is significant increasing trend by 26 % since 1993 to 2005.

### **3.2.1 Economy of Nagpur:**

Nagpur has been the main center of commerce in the Vidarbha region since early days and is an important trading location. However, Nagpur's economic importance had gradually declined relative to Mumbai and Pune after the merging of Vidarbha into the Maharashtra, because of a period of neglect by the state government. During the slowdown, state and central government offices were a major source of employment in the city.

The city was ranked the 11th most competitive city in the country by the Institute for Competitiveness in its 2012 report. The city is important for the banking sector as it hosts the regional office of Reserve Bank of India, which was opened on September 10, 1956. Sitabuldi market in central Nagpur, known as the Heart of the city, is the major commercial market area of city. Itwari and Mahal areas also host large number of small businesses and are very famous for shopping and crowded especially during holidays.

The Butibori industrial area is the largest in all of Asia in terms of area. The estate's largest unit is of Indo Rama Synthetics, which manufactures synthetic polyester yarn. Other units in Butibori include the power transmission company KEC, Hyundai Unitech, ACC Nihon Castings Ltd. Koradi Thermal Power Station and Khaparkheda Thermal Power Station are the two major thermal power stations located near Nagpur and operated by MSPGCL.

The Hingna industrial estate located on the western fringes of the city is made up of around 900 small and medium industrial units. The major ones among them are tractor manufacturing plant of Mahindra and Mahindra, casting units of NECO Ltd. (the country's largest casting group), units of International Combustion, Bajaj Auto group, Candico (the second largest confectionery manufacturing plant in India), Ajanta toothbrushes, and Sanvijay Group (largest steel rolling group of companies for long products in Central India). Nagpur is home to ice-cream manufacturer Dinshaws, Indian dry food manufacturer Haldiram's and Ayurvedic product, company Vicco and Baidnath. Multi-modal International Cargo Hub and Airport at Nagpur is an airport project for Dr. Babasaheb Ambedkar International Airport, Nagpur.

It is the biggest economic development project currently underway in India in terms of investments. The project aims to exploit the central location of Nagpur and convert the present airport into a major cargo hub with integrated road and rail connectivity. This project consists of two parts: An international airport to act as a cargo hub and Special Economic Zone (SEZ) with residential zone covering an area of 40.25 km<sup>2</sup> on the southern end of Nagpur.

### **3.2.2 Large and Medium Scale Enterprises:**

Nagpur district occupies an advantageous position as regards both these factors. There are reserves of minerals in large quantities which could be profitably exploited. Valuable minerals like manganese, iron, bauxite, silica, ochres, coal, etc. which can contribute to the industrial advancement of the Country are found in abundance in the Nagpur region. The small-scale and cottage industries have undoubtedly a very important part to play in the economy of this district.

The advantages accruing from the localization of industries at Nagpur, Kamptee and Kanhan will certainly benefit small-scale industries, such as textile accessories, radio components, domestic electric appliances, porcelain insulators, machine tools, surgical and medical instruments, cycle chains, automobile spare parts and agricultural implements. At present, 513 I.E.M. has been issued in Nagpur district. Most of these units/industries are located in and around Nagpur city. Some of the major public sector, large and medium scale enterprises are given below:

- WCL, Nagpur
- MOIL, Nagpur
- Ordnance Factory, Nagpur
- M.S.E.B., Nagpur
- Maharashtra Electronics Corporation Ltd, Nagpur.
- ISPAT Industries Ltd, Nagpur
- DCL Polyesters, Nagpur
- Indorama Synthetics (I) Ltd, Nagpur
- Farmhouse Biscuit Co. Ltd, Nagpur.
- 10 FACOR, Nagpur
- Dinshaw Dairy, Nagpur.
- VIP Industries Ltd, Nagpur
- Mahindra and Mahindra Ltd, Nagpur

- Sun flag Iron and Steel Co. Ltd, Nagpur
- ACC Nihon Castings Ltd, Nagpur
- Noga Factory, Nagpur
- Associated Cement Companies Ltd, Nagpur.
- Lloyds Metals and Engg. Ltd, Nagpur
- Lloyds Steel Industries Ltd, Nagpur
- Woodworth India Ltd, Nagpur.
- Central Railway, Nagpur
- S.E. Railway, Nagpur
- Bakeman's Industries Ltd, Nagpur
- Murli Agro Products Ltd, Nagpur
- Shakti Press Ltd, Nagpur
- NTPC, Nagpur
- Perfect Spinners Ltd
- SKG Refractories Ltd, Nagpur

With so many large scale enterprises exist and a few more coming up in the district, small scale enterprises located in the district have ample scope in providing their services to these large scale enterprises.

**Agriculture in Nagpur:** Although Maharashtra is a highly industrialized state of India; agriculture continues to be the main occupation of the state. Like most of the places in India, agriculture in Nagpur also contributes significantly to the economy of the city. Nagpur is famous for oranges which are exported to all parts of the country. Jowar, cotton, wheat, linseed and oranges are the main crops. Katol, Saoner and Nagpur tahsils are most suitable for the cultivation of oranges, and there is scope for augmenting the yield of the fruit considerably by making available green and chemical fertilizers.

Nagpur district is rich in natural resources. Apart from agriculture, the district is known for its soya bean, jowar, forest and mineral resources. Teakwood and grass are the main forest products in the district. Nagpur district has manganese ore deposits, a crucial input for steel industry and 32 million tons of dolomite. Nagpur district has 42 percent of workers engaged in agricultural activities as cultivators or agricultural laborers and the rest 58 percent in non-agricultural activities as per 1991 census. The percent of agricultural labour to total workers population is 15.7 percent as per 2001 census total geographical area of Nagpur district is 986 hectare. Percentage of utilizing area in 2006-07 as follows:

**Table 3.4: Agricultural Area of Nagpur**

Area	Percentage
Cultivated area	66.11
Non-cultivated	12.19
Grazing area	5.59

**Source:** District Hand Book 2010-11

The principle crops that are abundantly grown in the city of Nagpur include wheat, pulses, wheat, gram, jowar, bajra, linseed, cotton, groundnut, sunflower, tur and others. The crops of Nagpur can be broadly categorized into two groups known as Kharif and Rabi. The Kharif crops include the following:

**Table 3.5: Sizes of Land Holding In 1990-91 in Nagpur**

Size of landing	Land area (%)
Area under food crops	40.65%
Non-food crops	59.35%
Jawar	27.77%
Pulsus	38.18%
Wheat	22.38%
Rice	11.05%
Cotton	11.11%
Vegetables and fruits	6.76%

**Source:** District Hand Book 2010-11

**Sugarcane:** This is chiefly grown abundantly the month of November and is generally marketed in Nagpur.

**Mung:** This variety of pulse is cultivated from the month of June to the month of October.

**Soya Bean:** Cultivated from the months of June to the month of October along with the other varieties of the Kharif crops which include Cotton, Groundnut,

Sesamum, Sunflower and Soya Bean. The other variety of crops grown in Nagpur is Rabi, which include:-

**Gram:** Principally cultivated from the month of September to the month of February.

**Linseed:** Cultivation of this particular crop commences from the month of September to the month of January. Sesamum and Jowar are also extensively cultivated during this time of the year. The major plantations of Nagpur include the extremely tasty and luscious citrus fruit, orange. Soya bean is considered to be the chief cash crop of Nagpur.

### **3.3 Income and Employment:**

Income and earning recourses are very important for consumption. Consumption behavior and pattern is based on Income status. In the absence of a comprehensive and detailed survey of the pattern of income and expenditure of various sections of the people residing in different parts of this district, it is almost impossible to present an exact account of their standard of living. An attempt has, therefore, been made to indicate the standard of living of different sections of the people staying in Nagpur. The account is based on tabulated and descriptive information collected by secondary data collection of various government and private institutions. The GDP of Nagpur district is paltry when compared to some other ones. Nagpur's GDP for 2010-11 at current price is Rs. 51,336 crore.

Against the GDP of Mumbai City and suburban districts (separate figures not available) is Rs. 2, 28,228 crore. Average household income (p.a. in 2004-05) for Nagpur Rs. 308,625 and Average household expenditure (p.a. in 2004-05) was Rs. 128,836. According to a report by Dr Rajesh Shukla, NCAER. per capita income of Nagpur is Rs. 5142. The ratio of below poverty line (BPL) cards and total number of ration cards in a district is also an indicator of economic condition.

Most of the industries that are exist in the district of Nagpur predominantly engineering and Agricultural based. The existence of fabrication workshop, re-rolling mills, foundries, manufacturing of steel furniture, auto parts, machinery and machinery parts amply prove this point. There is sufficient scope for promotion of ancillary industries based on the existing large / medium scale industries and Public Sector Enterprises. The following discussion is intended to review the present status of the enterprises.

### **3.4 City with Latent Economic Potential:**

Nagpur measures well on various livability indices in comparison with other cities. It has the lowest income inequality among various cities in the country. 'India Today – R K Swamy BBDO Guide to Urban Markets', also ranked the city as the tenth wealthiest, highest consuming and most aware Indian city in 2004. Nagpur's vantage location coupled with growth triggers like the construction of the east-west and north-south corridors, proposed investments in the multimodal transport hub, development of the special economic zone, and revival of industries in the Vidarbha region would stimulate economic growth.

In addition, Nagpur has all the ingredients for emerging as a high quality service centre. IT being a knowledge-based industry, quality human resources are one of its key requirements.

The region around Nagpur has 27 engineering colleges with about 8,600 engineering students passing out of these colleges every year. Low labour cost and the availability of highly skilled manpower would add to Nagpur's attractiveness. Information Technology Enabled Services (ITES) and Business Process Outsourcing (BPO) units would also consider Nagpur as a business destination, as they prefer locations with low cost of living. A Dataquest-IDC study of the top ten IT cites in India ranked Nagpur seventh, based on parameters such as manpower availability, information, communication and technology (ICT) infrastructure availability and usage, lifestyle and environment.

Also, as per the KPMG – NASSCOM survey, Nagpur is one of the top four tier II cities that have a huge potential for information technology and IT enabled services. Nagpur holds a strategic position in international aviation routes.

Its unique location at the crossing of the air route between Europe and South-East Asia as well as between South Africa and North-East Asia makes it a logical and ideal location for a passenger and cargo hub.

### **3.5 Investments Triggering Economic Growth:**

Nagpur has adequate reasons to grow at a faster pace than the past. Industrialization and project investment increased levels of economic activity in the city. This has mainly attributed to provide adequate employment opportunities in the city.



- **MIHAN:** (Multi-modal International Hub Airport of Nagpur)

The trigger that Nagpur is mainly looking at is the MIHAN project. The proposed MIHAN project is expected to spread over 4,025 hectares at a cost of Rs.2000 crores. Besides the airport, the proposed project involves a road-rail terminal, a special economic zone (SEZ) and other urban amenities to meet the needs of the working population in around the proposed airport.

The SEZ will provide the right platform for exploiting the latent economic potential of Nagpur city. The SEZ project has potential to create over 1.2 lakhs jobs in Nagpur city. The idea of the MIHAN and SEZ project together is based detailed market studies. It has been observed that each of the industries that will be contained in the SEZ has been chosen on the basis of the human and natural resource advantages that Nagpur city has to offer to prospective investors. The same is true for the transport hub project. About 18 percent of the working population is involved in transportation and allied businesses.

This can be attributed to the unique geographical positioning of Nagpur city. This industry is mainly driven by the unorganized sector. The availability of both human and natural resources goes a long way to ensure that the MIHAN project is rooted in reality. The details of the MIHAN and the SEZ project are listed below.

- **IT Parks:**

Easy availability of constructed premises, tailor-made to suit the needs of the ITES-BPO industry, replete with plug and play facilities at low cost, serves as a major attraction for the ITES-BPO industry. Satyam Computers already has bought 100 acres of land in the SEZ area. Construction majors Shapoorji Pallonji and LandT Info-city have already initiated plans to develop IT parks over an area of 150 acres in the SEZ area.

- **Airport:**

The airport is projected to handle about 14 million passengers a year (70% international) and 870,000 tons of cargo (90% international) in 30 years' time. It is expected that by 2015, 62,000 aircraft movements per year would take place at the Nagpur airport. Boeing has identified the MIHAN SEZ as a potential site for a \$100 million investment in creating maintenance, repair and overhaul facility (MRO).

- **Road – Rail Terminal:**

Nagpur lies on the north-south, east-west corridor of the National Highway Development Programme. Goods traffic passing through Nagpur is expected to increase significantly. Air cargo shipped in and out of Nagpur will require multimodal terminal connectivity. Thus, a road and rail terminal will be crucially needed in the MIHAN area. If Nagpur were to act as a major distribution hub for the entire country, the multimodal terminal will also require warehousing facilities including cold storage.

- **Health City:**

Healthcare players need to frame their marketing and positioning strategies in accordance to the considerations given by consumers of different income groups to different perceived risks. Nagpur city's health care facilities presently cater to the needs of the three-crore strong population of Vidarbha and adjoining districts of MP and Chhattisgarh. Since there is no other city in a 300 km radius with good medical facilities, the city offers an excellent opportunity for health care establishments/corporate hospitals.

This will lead growth in employment and income. Economic prosperity improves purchasing power of citizens. Exchange of cultural values and thoughts also influence consumer behavior pattern.

- **Power Generation and Distribution:**

The Nagpur region has large deposits of coal. The Western India Coalfields has its head office in Nagpur and has large mining operations in a 150 km radius of the present Nagpur airport. As a result, coal washing is also a major industry around Nagpur. Due to large deposits of coal in the region, it offers an attractive location for coal-based power generation.

### **3.6 Financial Institutions in Nagpur:**

Organized Financial recourses are the back bone of all consumption activity. Smooth financial system enhances the business environment, which accelerate market expansion and provides better facilities to customers by strengthen their purchasing power. Branches of almost all the banks located in all the prime areas of the city.

There are all kinds of banks, from regional to national as well as international. The city is important for the banking sector as it hosts the regional office of Reserve Bank of India, which was opened on 10 September 1956. The Reserve Bank of India has two branches in Nagpur.

**Table 3.6: Banks in Nagpur**

<b>Sr.No.</b>	<b>Name of Bank</b>	<b>No. of Branches</b>
1	State Bank of India	25
2	Nagpur Nagrik Sahkari Bank	19
3	Bank of Maharashtra	18
4	Bank of India	16
5	Bank of Baroda	12
6	Canara Bank	12
7	Punjab National Bank	12
8	HDFC Bank	11
9	Union Bank of India	11
10	IDBI Bank	8
11	Allahabad Bank	6
12	Axis Bank	6
13	ICICI Bank	5
14	Andhra Bank	4
15	Oriental Bank of Commerce	4
16	State Bank of Travancore	3
17	Reserve Bank of India	1
	Total branches	172

**Section-II:**

In the preceding section various aspects of the economic life of Nagpur city have been described. Following the same process this section gives broadly the trends in the economic life of Bhopal city. The socio-economic scenario of a city is to be viewed in the context of the considerable changes in the economic structure. Improvements in the technique of agricultural production, tools' and equipment, transport facilities, financial institutions, demographic changes and economic planning have influence in increase in total output and the rate of conventional economic growth.

### **3.7 Profile of Bhopal:**

Bhopal is the capital of the Indian state of Madhya Pradesh and the administrative headquarters of Bhopal District and Bhopal Division. The city was the capital of the former Bhopal State.

Bhopal is known as the City of Lakes for its various natural as well as artificial lakes and is also one of the greenest cities in India.

It lays between latitude  $23.07^{\circ}$  and  $23.54^{\circ}$  north and longitude  $77.12^{\circ}$  and  $77.40^{\circ}$  east.

Bhopal is in the central part of India it's just north of the upper limit of the vindhya mountain ranges (elevation 498m.).

It is higher than the north Indian plains and the lands rise towards the Vindhya Range to the south the summers are hot and the winters moderately cold it rains moderately during the rainy season. Guna, Rajgarh, Sehore Raisen and Vidisha bond the district.

Bhopal is A-2 class city and important economic, industrial, educational and political center of India and houses various institutions and installations of national importance.

Bhopal is said to have been founded by king Bhoja of the Paramara dynasty (1000–1055 A.D.), who ruled from his capital at Dhar.

According to this theory, Bhopal was originally known as Bhojpal after the king and the dam ("pal") constructed by him.

Another theory says that the name of the city was coined from Bhupal. (During the British Raj, the railway tickets printed in the city and the signboards on the railway station mentioned the name of the city as "Bhupal" in Hindi-Urdu and "Bhoopal" in English.).

It is home to the rich cultural heritage and has practically everything; innumerable monuments, large plateau, spectacular mountain range, meandering river and miles and miles of dense forests offering a unique and exciting panorama of wildlife in sylvan surroundings.



Figure 3.2: Map of Bhopal

### 3.7.1 Geographical Profile of Bhopal:

Geographical position plays very important role in economic development along with a cities' geographical location does, however, not only determine its agricultural conditions or economic environment. It also pins down a city's relative position vis-à-vis other cities, affecting its ease of access to markets. All the economic activities influence by geographical position.

Bhopal has an average elevation of 427 metres (1401 ft). It is located in the central part of India, and is just north of the upper limit of the Vindhya mountain ranges on the Malwa plateau. In terms of its area, Bhopal, the city of lakes, is second largest one in Madhya Pradesh after Indore.

The city is divided into two major areas, the old and the new city. The city has uneven elevation and has small hills within its boundaries. The major hills in Bhopal comprise of Idgah hills and Shyamala hills in the northern region and Arera hills in the central region. The municipality covers 298 square kilometers. It has two very beautiful big lakes, collectively known as the Bhoj Wetland.

These lakes are the Upper Lake (built by King Bhoj) and the Lower Lake. Locally these are known as the Bada Talab and Chota Talab respectively. The catchment area of the Upper Lake is 360 km while that of the Lower Lake is 9.6 km. The Upper Lake drains into the Kolar River. Bhopal city nestles in a hilly terrain, which slopes towards north and southeast.

Hillocks of different altitudes are situated along the southwest and northwest portion of the city, these hillocks form a continuous belt from Singarcholi up to Vindhyaachal range. The height of Singarcholi near Lalghati is 625 M., which is highest in this area. The general ground level is however, nearly 460 M. along the southeastern and northeastern portion of the city. The remarkable topography of the city provides enchanting and panoramic views of the city and of natural scenic beauty. There are immense possibilities for landscaping and water front Development for recreation.

The Van Vihar National Park is a national park situated besides the Upper Lake. Situated in the northwestern part of Madhya Pradesh, the 'City of Lakes' - Bhopal witnesses extreme warm summers but pleasant winters. The general picture of the Bhopal Weather will feature a sunny and warm day and mild evening. During the rainy season a rich growth of vegetation is visible all around. The black soil of Malwa bears magnificent crops. The city is famous for silver jewellery, exquisitely fashioned beadwork, embroidered and sequined velvet fashioned purses and cushions.

### **3.7.2 History of Bhopal:**

History and cultures are most accustomed to assessing the identity of self and others based on individual characteristics such as age, occupation, behavior, and various material symbols of individual status. We can also infer about identity on group characteristic such as family background, national historical achievement and public symbols of cultural status which are playing very important role to determine economic status and influence consumption behavior. The History of Bhopal tells tales of interesting, heroic and amazing incidents. Being one of the oldest cities of the country, Bhopal has a glorious past. It can take pride in its excellent blend of Islamic and Hindu cultures.

Various dynasties have ruled the city over the years, contributing to its architectural and historical richness. The History of Bhopal takes us back to the eleventh century when Raja Bhoja – the great ruler built a city called Bhopal.

Bhopal is said to have been founded by king Bhoja of the Paramara dynasty (1000–1055 CE), who ruled from his capital at Dhar. According to this theory, Bhopal was originally known as Bhojpal after the king and the dam ("*pal*") constructed by him. An alternative theory says that the name of the city was coined from the name of another king called Bhupala (or Bhupal). (During the British Raj, the railway tickets printed in the city and the signboards on the railway station mentioned the name of the city as "Bhupal" in Hindi-Urdu and "Bhoopal" in English.). The original city was lost into obscurity, and by the early 18th century, Bhopal was a small village in the local Gond kingdom.

The modern Bhopal city was established by Dost Mohammad Khan (1672-1728), an Afghan soldier in the Mughal army. After the death of the emperor Aurangzeb, Khan started providing mercenary services to several local chieftains in the politically unstable Malwa region. According to the historians, it was the original Bhopal City. Later on, the Mughals captured the city and ruled it till the beginning of the eighteenth century. The Afghan soldier – Dost Mohammed established the princely province of Bhopal in 1723. Well supported by the tribal queen – Rani Kamalpathi, she was able to ward off the neighboring Rajput kings.

In 1709, he took on the lease of Berasia estate, and later annexed several territories in the region to establish the Bhopal State. Khan received the territory of Bhopal from the Gond queen Rani Kamlapati in lieu of payment for mercenary services, and usurped her kingdom after her death. During the early 1720s, Dost Mohammad Khan transformed the village of Bhopal into a fortified city, and acquired the title of Nawab. Khan's support to the Sayyid Brothers earned him the enmity of the rival Mughal nobleman Nizam-ul-Mulk, who invaded Bhopal in March 1724, forcing Khan to cede much of his territory.

Dost Mohammad Khan and his Pathan associates bring the Islamic influence on the culture and architecture of Bhopal, the ruins of which can be found at Islamnagar near Bhopal. After Khan's death in 1728, the Bhopal state remained under the influence of the Nizam. The state also paid tribute to the Marathas, who defeated the Mughals at the Battle of Bhopal in 1737.

Nawab Faiz Muhammed Khan (1742–1777) moved the capital from Islamnagar to Bhopal. The state became a British protectorate in 1818. Between 1819 and 1926, it was ruled by four women – Begums – unique in the royalty of those days. The rule of Begums gave the city its waterworks, railways, a postal system and a municipality constituted in 1907.

Bhopal was the largest Muslim state in pre-independence India, with the second largest being Hyderabad. After the independence of India in 1947, the last Nawab expressed his wish to retain Bhopal as a separate unit in March 1948. Agitations against the Nawab broke out in December 1948, leading to the arrest of prominent leaders including Shankar Dayal Sharma. Later, the political detainees were released, and the Nawab signed the agreement for Bhopal's merger with the Union of India on 30 April 1949.

The Bhopal state was taken over by the Union Government of India on 1 June 1949. Sindhi refugees from Pakistan were accommodated in West Bhopal Cities, Bairagarh Sub-Area (Sant Hirdaram nagar), and a western suburb of Bhopal.

According to the States Reorganization Act of 1956, the Bhopal state was integrated into the state of Madhya Pradesh, and Bhopal was declared as its capital. The population of the city rose rapidly thereafter. The females of the royal family ruled the state for almost hundred years.

They led austere lives, followed their religion faithfully and were able administrators. Begum Nawab Sultan Jahan was one of the greatest Begum rulers of Bhopal. Sultan Jahan's son Hamidullah inherited the throne in the year 1926. Under him, the Bhopal State signed the 'Instrument of Accession' and became the part of the Indian Republic in 1947. The sleepy town of Bhopal has today transformed into a swanky modern city.

### **3.7.3 Demographic Profile:**

Demography refers psychological and socio cultural characteristics, which help to describe how its members think and how they feel. Demographic information is often the most accessible and cost-effective way to identify a target market. Indeed, most secondary data, including census data, are expressed in demographic terms. It is the base of all activities demographic features' determined consumption behavior. Bhopal, the capital city of Madhya Pradesh. It houses the State Legislative Assembly, or the Vidhan Sabha, which seats 230 members of Legislative Assembly. The twelfth (and current) Vidhan Sabha was elected in May 2008. The administration of Bhopal city is handled by Bhopal Municipal Corporation, also known as BMC. The total area under BMC is 285 km<sup>2</sup>. The city is divided into 66 wards. Each ward elects a corporator. The winning party elects a council of members, who are responsible for various departments. The council members chose the Mayor among themselves.



The chief languages are Hindi/Urdu (Hindustani) and English, but there are a substantial number of Marathi, Sindhi, Marwari speakers as well.

The common street language spoken in Bhopal, especially in older regions of the city is termed as Bhopali. In 2011, Bhopal had population of 2,368,145 of which male and female were 1,239,378 and 1,128,767 respectively. There was change of 28.46 percent in the population compared to population as per 2001. In the previous census of India 2001, Bhopal District recorded increase of 36.40 percent to its population compared to 1991. The initial provisional data suggest a density of 854 in 2011 compared to 665 of 2001. Total area of Bhopal district is about 2,772 sq. km. Average literacy rate of Bhopal in 2011 were 82.26 compared to 74.61 of 2001. If things are looked out at gender wise, male and female literacy were 87.44 and 76.57 respectively. For 2001 census, same figures stood at 81.94 and 66.37 in Bhopal District. Total literate in Bhopal District were 1,706,846 of which male and female were 949,856 and 756,990 respectively. In 2001, Bhopal District had 1,159,823 in its total region. With regards to Sex Ratio in Bhopal, it stood at 911 per 1000 male compared to 2001 census figure of 895. The average national sex ratio in India is 940 as per latest reports of Census 2011 Directorate. Child Sex Ratio as per census 2011 was 916 compared to 925 of census 2001. In 2011, Children under 0-6 formed 12.38 percent of Bhopal District compared to 15.67 percent of 2001.

**Table 3.7: Population Share and Literacy Rate by Religious Communities, Bhopal District**

<b>Religious Communities</b>	<b>Total Population</b>	<b>Population Share (In %)</b>	<b>Literacy Rate (In %)</b>
Bhopal	1843510	100	74.6
Hindus	1346829	73.05	75.2
Muslims	421365	22.8	70.4
Christians	20429	1.1	94.5
Sikhs	11340	0.6	91.4
Buddhists	20561	1.1	69.1
Jains	22238	1.2	96.0
Others	244	0.01	82.7

**Source:** Census 2001

According to the 2001 census, the total population of Bhopal is about 1,458,416. The population of Bhopal district stands at 1,836,724. It has nearly 56% Hindus and 40% Muslims, while 2-4% includes Christian, Jain, Buddhists, and Dawoodi Bohra.

**Table 3.8: Number of Usually Employed Per 1000 Persons Aged 15 Years and Above During 1993-94, 1999-2000 and 2004-05 in Bhopal**

	61 <sup>th</sup> (2004-05)	55 <sup>th</sup> (1999-00 )	50 <sup>th</sup> (1993-94)
Male	782	722	685
Female	151	151	176

**Source:** Employment - Unemployment Situation in Million plus Cities of India a Critical Analysis by DR. B. K. Sharma and N. T. Krishna. DES, N. C. T. Delhi

*(delhi.gov.in/DoIT/DES/Publication/paper61.pdf).*

The worker-population ratios in Bhopal City are presented region-wise for the last three quinquennial NSSO rounds of survey. It can be seen that male WPR of Bhopal increased by 12 percentage points during 50<sup>th</sup> and 61<sup>st</sup> NSSO rounds during 1993-94 and 2004-05. However, the fluctuations in the female's case for these cities points towards clear inconsistencies/limitations in the data.

However, by 2004-05 enough indications regarding the progress of employment levels in this category of female was showing 16% decline.

**Table 3.9: Unemployment Rates (Per 1000 Persons/ Person-Days in the Labour Force) Of Persons Aged 15 Years and Above As Per Usual Activity Status, Bhopal 1993-05**

	61 <sup>th</sup> (2004-05)	55 <sup>th</sup> (1999-00 )	50 <sup>th</sup> (1993-94)
Male	56	39	46
Female	00	44	74

**Source:** Employment - Unemployment Situation in Million plus Cities of India a Critical Analysis BY; R. B. K. Sharma and N. T. Krishna. DES, N. C. T. Delhi *(delhi.gov.in/DoIT/DES/Publication/paper61.pdf).*

### **3.8 Income and Employment:**

Consumption determined and influence by purchasing power. Sources of income generate the flow of money and power to consume. People in different position in respect to income have systematically different structures of consumption. The rich spend more for each chapter in absolute terms, but they spend a lower percentage in income for food and other basic needs. Madhya Pradesh is largely agricultural with nearly 90% of the rural population employed in primary sector activities such as agriculture, mining and related fields. Majority of the farmers are small cultivators whose income over the years has been declining. Per capita income of Bhopal in 2009-10 is Rs 2782. With a population of about 2.8 million, an average annual household income of Rs 1,65,210, and average annual household expenditure of Rs 1,28,836, Bhopal has recently been designated a “boomtown” by National Council of Applied Economic Research (NCAER).

**Table 3.10: District Net Domestic Product of Bhopal (In Lakh Rupees)**

**(Economic Survey 2011-12)**

<b>2004-05</b>	<b>2005-06</b>	<b>2006-07</b>	<b>2007-08</b>	<b>2008-09</b>	<b>2009-10</b>
579545	654891	786801	920095	1160396	1360460

**Source:** District Fact Profile 2013 (<http://www.mediaforrights.org>)

Net district product of Bhopal has continuously increased; it is almost threefold higher than 2004-05. This growth indicates rapid economic development within five years. An average annual household income of Rs 1, 65,210, and average annual household expenditure of Rs 1, 28,836, Bhopal is one of the fastest growing city in the country.

### **3.9 Economy of Bhopal:**

Economic activities are the base of all type of growth and development. Betterment of life is based on economic environment. The city is divided into six major areas and about 75 suburbs. The major areas include Old City and the New City. The economy of Bhopal is mainly based on industries. The major industries in the old city of Bhopal are based on electrical goods, cotton, chemicals and jewellery.

Other industries include cotton and flour milling, cloth weaving and painting, as well as matches, sealing wax, and sporting equipments. Bhopal Handicrafts a major product of the old city. There is a rising demand for its very famous zardozi work, embroidery done on bridal dresses, sherwanis, and purses. Another famous handicraft of Bhopal is `Batua` small string purse. There are a large number of garages in the older city that specializes in automobile conversion. These garages produce custom-modified and tuned cars, SUVs and motorbikes.

### **3.9.1 Economy of the Old City:**

The major industries in the old city are electrical goods, cotton, chemicals and jewelry. Other industries include cotton and flour milling, cloth weaving and painting, as well as making matches, sealing wax, and sporting equipment. The residents of Bhopal also engage in large retail businesses. Handicrafts, like zardozi and batua (a small string purse, usually used with Indian traditional dresses) are some of the products of the Old City. In addition, there are also a large number of garages in the Old City which specialize in automobile conversion.

These garages produce custom-modified and tuned cars, SUVs and motorbikes.

**Table 3.11: Women Participation in Bhopal 2001**

<b>Total Worker</b>	<b>Main Workers</b>			<b>Marginal Workers</b>
14.67	9.56			5.11
Work Participation in Bhopal 2001				
Male		Female		
49.6		33.9		
Women Participation in Local Urban Body (31 March 2003)				
Class I	Class II	Class III	Class IV	Ad hoc

**Source:** NSSO 61<sup>st</sup> round

- **Industries:**

Industries play a vital role in economic development by providing employment and supply of commodities. Bhopal has its own industrial area i.e. "Govindpura, Bhopal".

It has 1044 small and medium scale industries involved in various kinds of production activities. Bharat Heavy Electricals Limited, the largest engineering and manufacturing enterprise in India, has a unit in Bhopal. It occupies a large area in the Eastern Part of the city and maintains a suburb named after it. A majority of the residents of the BHEL Suburb are employed by the unit.

- **Commercial Areas and Services:**

Smooth financial system enhances the business environment which accelerates market expansion and provides better facilities to customers by strengthening their purchasing power.

Bhopal's major commercial area is M.P. Nagar or Maharana Pratap Nagar which accommodates many business houses, hardware and software stores, banks, media and press houses, showrooms, retail stores, coaching centres as well as hotels, restaurants, eateries, shopping centers, malls (DB City Mall, Aashima and C21 mall on hoshangabad road, Aura mall in area colony) and movie halls (Fun Cinemas, Cinopolis, PVR).

Bairagarh, the North-Western suburb of Bhopal, which was earlier a camp for Sindhi refugees from Pakistan, has developed into market for textiles.

Being a state capital, the New City has a majority of residents working for the State and Central Government Departments. There are two major office complexes on Arera Hills named Satpura and Vindhyachal, which house a number of State Government offices and projects.

Bhopal has a cantonment in the old city as well as military presence near Bairagarh and the airport.

- **Agriculture in Bhopal:**

Agriculture production and vegetation plays a leading role in determining food consumption pattern, Food consumption is affected by a wide range of factors, including availability, food accessibility and price of agricultural products.

The economy of Madhya Pradesh is based substantially on its diverse agriculture and about 80% of the population depends on it. Main crops of the state are Soyabean, Pulses, Paddy and wheat.

**Trend of area/productivity of 3-4 major crops grown in Kharif and Rabi, cropping pattern**

The main crops of the Bhopal in area are soybean, pigeon-pea and maize in Kharif and wheat, chickpea and lentil in rabi. Out of the total cultivated area in kharif 95 percent area is under soybean. Wheat and chickpea constitute about 60 and 30 percent of the area under rabi.

**Table 3.12: Area, Production and Productivity of Important Crops in M P and Bhopal District**

Crop	Area A000'' ha		Production A000'' tones		Production Share of Bhopal Dist
	M.P.	Bhopal	M.P.	Bhopal	
KHARIF					
Soybean	4166	71.6	4709	82.8	16.6 %
Groundnut	220	0.2	255	0.2	0.08 %
Pigeon-pea	325	2.3	269	1.8	0.67 %
Maize	901	2.6	1853	2.6	0.14 %
Sorghum	642	2.2	586	2.3	0.39 %
RABI					
Wheat	3704	79.2	5362	158	2.95 %
Gram	2862	43.2	2665	47.8	1.79 %
Lentil	472	5.0	239	3.0	1.25 %
Linseed	157	1.3	71	0.8	1.13 %
Mustard	477	0.2	481	0.18	0.04 %
Sugarcane	54	0.4	209	1.1	0.52 %

**Source:** <http://kvkbhopalzdvi.org/aboutdistrict.html> (krishi vigyan Kendra, Bhopal report 2011)

• **Status of Livestock in Brief:**

The animal population of the district comprises cattle, buffaloes, goats, sheep and others.

The total animal population is 2.8 lakhs out of which 1.24 lakhs are cattle, 0.47 lakhs buffaloes and 0.37 lakhs goats, sheep and others. The poultry population of the district is 5.26 lakh.

### **3.10 City with Latent Economic Potential:**

The Madhya Pradesh State Electronics Development Corporation Ltd. is planning to develop an efficient Software and Hardware Technology Park in Bhopal. Multinational companies (MNCs) such as Taurus Microsystems, Fujitsu and Genpact are supposed to set up their centers in this Technology Park. Some factors that make Bhopal an attractive prospect for investors are:

- a. Strategic Geographic Location
- b. Abundant and skilled man-power base
- c. Availability of land at an affordable price
- d. Peaceful political scenario and hence, peaceful law and order situation
- e. Has a vibrant industrial base

Availability of rich and fertile land and natural resources the city has a well-developed infrastructure, transportation facilities and other amenities of commercial importance. The city has the advantages of a growing modern city. Bhopal offers abundant industrial land, and other facilities at prices that do not rob the budding investor of the initial enthusiasm.

Hundreds of acres of land have been earmarked by the state government for the development of non-polluting IT- related industries. The major industries in Bhopal are:

- a. Electrical Goods
- b. Cotton
- c. Chemicals
- d. Jewellery
- e. Spinning and Weaving
- f. BHEL (Bharat Heavy Electricals Limited) unit

### **3.11 Real Estate Market in Bhopal:**

It would indeed be a wise option to invest in Bhopal real estate properties now when land prices are still low. Bhopal is developing rapidly.

With many IT companies planning to set up their bases in Bhopal and other developmental measures on the cards, real estate prices in Bhopal are certain to increase. There are already many efficient and well-designed residential properties and commercial buildings and Special Economic Zones (SEZs) coming up in Bhopal. Roads in Bhopal have improved significantly in the past few years and are considered the best in the entire state.

Bhopal also has National Highway 12 (NH12) passing through it and it connects it to the cities in to the east (Jabalpur) and west (Jaipur). Bhopal, being a railway junction, has a well-developed rail network that connects it to other major Indian cities.

Bhopal also has a domestic airport called The Raja Bhoj Airport that's located in proximity to the satellite suburb of Bairagarh. This airport has regular flights to and from major Indian cities such as Delhi, Mumbai, Indore, Ahmedabad, Raipur and Hyderabad.

There are plans to turn this domestic airport into an international airport. Starting in 2010, this airport may have international flights operating to the Middle East.

### **3.12 Financial Institutions in Bhopal:**

As this is an important center for trading and industries so there are also a large number of important banks in Bhopal. This financial institute facilitates consumers by providing credit. The city is served by many nationalized as well as private banks. The banks of Bhopal provide efficient and prompt services to enable proper functioning of the industries and other trading sectors of this place. Almost all the nationalized banks have their branches in the city of Bhopal. There are four branches of the Allahabad Bank here.

They are located in Habibganj, T. T Nagar, Hamidia Road and Arera Colony of Bhopal. Andhra Bank, Bank of India and Bank of Baroda are also very popular in Bhopal. There is also a branch of the Indian Bank in the Hamidia Road here.

The other important nationalized banks in Bhopal are Canara Bank, Central Bank of India, Bank of Rajasthan, Bank of Maharashtra, Punjab National Bank, Dena Bank, State Bank of India, etc. There are also various private banks in this city. The list below provides the street addresses of some of these private banks in Bhopal.



**Table 3.13: Banks in Bhopal**

<b>Sr.No.</b>	<b>Name of Bank</b>	<b>No. of Branches</b>
1	State Bank of India	85
2	Dena Bank	13
3	Bank of Maharashtra	08
4	Bank of India	20
5	Bank of Baroda	11
6	Canara Bank	15
7	Punjab National Bank	78
8	HDFC Bank	07
9	Union Bank of India	29
10	IDBI Bank	05
11	Allahabad Bank	14
12	Axis Bank	11
13	ICICI Bank	18
14	Andhra Bank	11
15	Oriental Bank of Commerce	17
16	State Bank of Travancore	13
17	UCO Bank	18
18	Axis Bank	09
19	Indian Overseas Bank	09
20	Central bank of India	16
21	Co-Operative bank	04
	Total branches	409

• **Bhopal Gas Tragedy:**

Development and opportunities improve infrastructure and growth of people and tragedies and accidents effect inversely. Bhopal city face disaster 30 years ago, which adversely affected life of many people till now. During the early morning hours of December 3, 1984, methyl isocyanine (MIC), a reactive and toxic gas,

leaked from a Union Carbide holding tank when water was introduced into the storage tank creating a chemical reaction. MIC is used as a chemical intermediate in the production of carbonate insecticides and herbicides.

This reaction generated a substantial increase in the temperature of liquid inside the tank, building pressure and giving off a large volume of toxic gas.

Safety systems-such as a flare tower (for the burning of excess gas), a caustic soda scrubber (for neutralization), and a refrigeration unit-did not contain the reaction. More than 27 tons of the gas had escaped into the air, spreading approximately eight kilometers downwind, over the city of nearly 900,000.

Prevailing atmospheric conditions such as inversion and a low wind speed prevented dispersion of the gas. Eyewitnesses reported that a cloud of gas enveloped the area and moved slowly through the residential neighborhood.

The MIC concentration was estimated to be about 27 parts per million, or about 1,400 times that of the U.S. Occupational Safety and Health Administration workplace standard of 0.02 ppm over an 8-hr work day.

The acute irritant effects of MIC created panic, anxiety, and disorientation, and it caused people to run out of their homes into the gas cloud, the result of which was an increased dose of the chemical. Variability in human exposure, therefore, was likely to have resulted from distance of the residence from the plant, duration of exposure, and activity during exposure.

### **Section-III:**

#### **3.13 Similarities of Two Cities:**

##### **Nagpur and Bhopal:**

Nagpur and Bhopal are part of central provinces and barar state. Both share same political power rules and regulation, which affect their social economic and cultural similarities.

Many similarities exist on the basis of language, culture, historical back ground etc. behavior of consumption influence by the cultural and historical background of cities.

### **3.13.1 Both are Big Cities (Tier I and II):**

As Indian economy experiences the boom in all sectors triggered by its economic and investment policies, the metros or the Tier I cities are the ones that are inundated with burgeoning investments in the industrial and the services sector. Along with large-scale investments has boomed the realty sector creating congestion, arising out of an increasing demand for residential and commercial properties.

The large scale investments by the corporate sector in the smaller cities apart from initializing economic prosperity and job opportunities has also created demand for realty spaces. While developers from all the nearby areas flock in to cater to the real estate demands, the property markets in these smaller cities are witnessing along with a changing skyline, an unprecedented hike in real estate prices. While the realty trend in Tier I cities have reached a saturation point, with the yield gap witnessing significant margin of 9.5 to 10 per cent, the Tier II cities record a yield of 10.5 to 11.5 per cent. However, the emerging winners in the present real estate scenario of India are the Tier III cities, which offer greater yields of up to 12 percent.

A careful study of these Tier III cities reveals the close proximity of these cities, to the most happening cities of India like Delhi, Mumbai, Bangalore to name a few.

Thereby, it will be no mistake if they are called the extension cities of the booming metros. Of late, the tier II cities like Pune, Kolkata and Hyderabad have made business opportunities and infrastructural development like never before. Now it is the turn of the Tier III cities or the smaller cities like Jaipur, Ghaziabad, Kochi, etc. to make it big into the realty business as the government and the corporate sector target them as 'India's Next Destination Cities'.

### **3.14 Infrastructural Facilities:**

- **Transportation:**

Nagpur is well connected with four major metros of India namely Mumbai, Delhi, Kolkata and Chennai by all three modes - road, rail and air. Nagpur is also a major junction for roadways as India's two major national highways (Kanyakumari-Varanasi (NH 7) and Hajira-Kolkata (NH-6) pass through the city. One more highway NH 69 connects Nagpur to Obaidullaganj near Bhopal.

Nagpur is also at the junction of two Asian Highways namely AH43 Agra, India to Matara, Sri Lanka and AH46 connecting Kharagpur, India to Dhule, India. Moreover, Nagpur city has come in the national spotlight recently for its good roads. Nagpur Mahanagar Parivahan Ltd (NMPL) is the company formed with elected municipal corporators on board that caters to the city public transport. Transport certainly has positive economic and social effects. They are called the backbone of the economy.

Due to its central location, Nagpur is a very important railway junction and a transit for almost all the trains that connect the country lengthwise and breadthwise, especially trains connecting India's four major metropolises (Mumbai, Delhi, Chennai, and Kolkata) located in the four corners of the country. A total of 160 trains from various destinations halt at Nagpur. Nagpur's Air Traffic Control (ATC) is the busiest in India, with more than 300 international flights flying over the city every day in 2004.

Nagpur's erstwhile Sonagaon Airport was declared an international airport and was renamed Dr. Babasaheb Ambedkar International Airport.

Bhopal has been a railroad and highway transportation hub for a long time. Bhopal has its own city bus service- Bhopal City Link Limited, which operates high capacity Tata Star bus, which is under GPS navigation and smaller Metro Buses. In addition, around 600 mini-buses are run by private operators. Metro or Radio Taxis and auto-rickshaws are another major means of transport. National Highway 12 passes through Bhopal which connects it to Jabalpur in the East and Jaipur in the West. National Highway 86 connects Bhopal to Sagar in the East to Dewas in the West. State Highway 17 connects the city with Indore. Apart from the long distance services; there are many services to nearby places within the state. Bhopal Junction Railway Station is the largest and most important railway station in the city. Being on the main North-South line, it is connected by rail to all parts of the country except North-Eastern states. More than 150 daily trains have stoppages in Bhopal. Habibganj Railway Station is a major and the most developed station of Bhopal. It holds the distinction of being the first ISO 9000:2001 certified railway station in India. Bhopal lies in the West Central Railway Zone.

- Misrod Railway Station is located in the Misrod suburb of the city.
- Mandideep Railway Station is located in the industrial town of Mandideep
- The Raja Bhoj International Airport is located near the satellite suburb Bairagarh

### **3.15 Education:**

Educational level in the household is an important determinant of consumption. In order to analyze why the level of formal schooling might influence consumer behavior, some interpretation of the consumption affect process itself is needed. It was assumed that educated person get easily ready to adopt new products and technology.

Nagpur district has rich heritage sites and has contributed in wide ranging fields from literature to engineering and medical sciences, research, etc.

Nagpur can attract talented, well-educated trained and skilled workers as the literacy level of the district from the 2001 census is 84.18 percent, which is above the state average of 77.3 percent.

### **3.16 Universities in Nagpur:**

- a. Rashtrasant Tukadoji Maharaj Nagpur University
- b. Maharashtra Animal and Fishery Sciences University
- c. Visvesvaraya National Institute of Technology
- d. Datta Meghe Institute of Medical Sciences University, Nagpur

**Table 3.14: Educational Institute in Nagpur**

<b>Recognized Educational institution</b>	<b>Number of institution</b>
Schools	569
engineering college	53
Nursing Colleges	06
Law Colleges	03
Undergraduate Degree Colleges	448
Homoeopathic Medical Colleges	2
Business Schools and Management Education Colleges	85
Postgraduate Degree Gov. Colleges	15
Physical Education Colleges	09
Medical College	19
B.Ed. and Teacher Education College	33

<b>Recognized Educational institution</b>	<b>Number of institution</b>
Distance Education	13
Other college	5
Dental college	2
Specialized National Institutions	31
Polytechnic Colleges	14

**Source:** <http://www.indiastudycenter.com/index.htm>

### **3.16.1 Education in Bhopal:**

Education has given ample proof of its viability over the centuries and of its ability to change and to induce change and progress in society. Education act as essential components of cultural, socio-economic and environmentally sustainable development of individuals, communities and nations. There are more than 550 state government sponsored schools and affiliated to the Madhya Pradesh Board of Secondary Education (MPBSE) located within the city limits. In addition, there are four Kendriya Vidyalayas in the city affiliated to the Central Board of Secondary Education (CBSE). Some schools are also affiliated to National Institute of Open Schooling (NIOS) and ICSE Board, Institution of Secondary Distance Education (ISDE) or Private Non-Governmental Board of School Education.

- a. Barkatullah Vishwavidyalaya, Bhopal
- b. Barkatullah Vishwavidyalaya - Institute of Open and Distance Education, Bhopal
- c. Rajiv Gandhi Proudhyogiki Vishwavidyalaya
- d. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal
- e. Madhya Pradesh Bhoj University, Bhopal
- f. National Law Institute University, Bhopal

**Table 3.15: Educational Institute in Bhopal**

<b>Recognized Educational institution</b>	<b>Number of college</b>
Schools in Bhopal	568
engineering college	217

<b>Recognized Educational institution</b>	<b>Number of college</b>
Nursing Colleges	12
Pharmacy colleges	95
Law Colleges	11
Undergraduate Degree Colleges	8
Homoeopathic Medical Colleges	6
Business Schools and Management Education Colleges	3
Postgraduate Degree gov. Colleges	2
Medical College	2
Dental college	4
B Ed and Teacher Education College	1
Other college	4

**Source:** <http://www.indiastudycenter.com/index.htm>

Other famous institutions:

- a. Maulana Azad National Institute of Technology, Bhopal
- b. National Institute of Fashion Technology (NIFT)
- c. National Law Institute University
- d. Regional Institute of Education (RIE)
- e. Bhopal School of Social Sciences
- f. Institute for Excellence in Higher Education (IEHE) Gandhi Medical College, Bhopal
- g. Indian Institute of Science Education and Research (IISER)
- h. School of Planning and Architecture (SPA, established 2008)
- i. Indian Institute of Forest Management

### **3.17 Health Facilities:**

The health facilities in Nagpur are one of the developed sectors of the city. The facilities associated with the health sector of Nagpur encompass a variety of segments like doctors, hospitals, health centers, clinics and research laboratories. The hospitals of Nagpur provide high-quality medical services, which take care of all the necessities of the patients.

The hospitals of Nagpur are quite patient-friendly and offer a variety of specialized services associated with the common health-related problems. Hospitals in Bhopal provide a wide range of medical facilities to the people. These hospitals in Bhopal have got very efficient doctors. There are a large number of hospitals in Bhopal that are known for their quality treatment. The hospitals in Bhopal also have got ambulances in cases of emergencies. There are also many well-maintained and excellently equipped maternity homes, x- ray clinics and diagnostic centers in the city of Bhopal. Various health and fitness centers are also being established in the city to help the residents of Bhopal maintain a fitness routine. Beside the other health centers one of the most renowned cancer hospital, Jawaharlal Nehru Cancer Hospital and Research Center, is also there in this city. 113 recognized hospitals in Nagpur and 89 hospitals in Bhopal

### **3.18 Historical Background:**

Prior to the separation of Maharashtra on 1 May 1960 Nagpur district was a part of Central Provinces and Berar province with Nagpur city enjoying the status of capital city from 1947 to 1956? After the separation of Maharashtra, Nagpur district along with Vidharbha merged in the state of Maharashtra. The Central Provinces and Berar was a province of British India. The province comprised British conquests from the Mughals and Marathas in central India, and covered much of present-day Madhya Pradesh, Chhattisgarh and Maharashtra states. Its capital was Nagpur.

The Central Provinces was formed in 1861 by the merger of the Saugor and Nerbudda Territories and Nagpur Province. The Marathi-speaking Berar region of the Hyderabad princely state was annexed to the Central Provinces in 1903 for administration and later to form the new Central Provinces and Berar on 24 October 1936.

After Indian Independence in 1947, Upon the British withdrawal from India, the rulers of the princely states in this area all chose to accede to the new Union of India.

The eastern portion of Central India Agency, including Bagelkhand and Bundelkhand agencies, became the new state Vindhya Pradesh. The western portion, including Bhopal, Malwa, and Bhopawar agencies and the Gwalior and Indore residencies, became the new state of Madhya Bharat. Bhopal became a separate state.



Makrai was transferred to Madhya Pradesh, which had been created from the former Central Provinces and Berar in 1950. In 1956, the states of Vindhya Pradesh, Madhya Bharat, and Bhopal were merged into Madhya Pradesh. a number of princely states were merged into the Central Provinces and Berar, which, when the Constitution of India went into effect in 1950, became the new Indian state of Madhya Pradesh.

In 1956, the Marathi-speaking areas of Madhya Pradesh, which comprised the Berar and Nagpur divisions, became part of Bombay state. In 1960, the Bombay state was reorganized, with the Marathi-speaking areas forming Maharashtra, and the Gujarati-speaking areas becoming Gujarat. On May 1, 1960, with the formation of Maharashtra state, it became part of the state.

### **3.19 Cultural Similarities:**

Festivals are considered to contribute significantly to the cultural and economic development wealth of any country. They have major impact on the development of cultural tourism to the host communities.

The events in turn are seen as important tool for attracting visitors and building image within different communities. The economic impact of tourism arises principally from the consumption of tourism products in a geographical area.

Nagpur culture is an amalgamation of the various cultures prevalent within India. Nagpur culture is a cosmopolitan culture that projects the faiths and beliefs of different communities. The culture of Nagpur boasts of many different religions and beliefs. The territory of Nagpur presents an array of religion within Nagpur like Hinduism, Islam, Jainism, Buddhism, Christianity, Sikhism, etc.

These religious communities of Nagpur are known for their festivals and fairs that are celebrated throughout the year. Some of the fairs and festivals of Nagpur that form an indelible part of the Nagpur culture are Pola, Ganesh Chaturth, Dusshera, Diwali, Gauri-Pujan, Ramzan Id, Gokulastami, Christmas, Hanuman Jayant, Muharram, Ram-Navmi, Gudhi-Padva, etc.

The culture of Nagpur has strong bearing upon the folk culture of Nagpur. Some of the folk dances and songs that play a significant role in the culture at Nagpur are Kala dance, Govinda dance, Tamasa, Karma dance, Kirtan, Gondhal, Lavani dance, Bhajan , Povada dance, Bhaleri songs, Lalita, Bharud, etc.

Some of the major cultural festivals that constitute the culture in Nagpur are: South Central Zone Cultural Centre, Kalidas Festival, Orange City Craft Mela, Folk Dance Festival, etc.

**Marbat** in Nagpur is observed mainly in the Nagpur City. From a four-foot effigy in the 1880s to 20-feet in recent years, the 130-year-old Kali and Pivli 'marbat utsav' in the city has come a long way. The exclusive festival of Nagpur district is celebrated with full zest and to add fervor to the cheerful environment.

The main reason behind celebrating Marbat at Nagpur is to protect the city from the attack of the vicious spirit. During the festival of Marbat in Nagpur, people construct statues of evil spirits and then take out a huge rally. The festivity marks the end of the malicious forces and the beginning of a new safe and peaceful life.

Bhopal is a city where its citizens give importance to exquisite culture and manners. The city is famous for its culture of parda (veil for women), zarda (tobacco plant), garda (crowd). Bhopal has an extensive culture of paan eating. The paans in Bhopal are wide in variety and innovations.

The festivals celebrated at Bhopal are Diwali, Ganesh Puja, Durga Puja, Vijayadashmi, or Dusshehra, Id-ul-fitr, Muharram, Ram-Navmi, Ramzan Id etc. As per the Bhopali culture, both Hindus and Muslims visit each other on their respective festivals to greet and exchange sweets. National Drama Festival is one of the popular festivals celebrated for seven days in September dragging lots of poets, artists and dramatists to Bhopal.

In this festival various cultural, folk dances, songs and dramas are performed by the groups. Bharat Bhavan is the main cultural centre of the city and of the most important cultural centers of India.

It has an art gallery, an open-air amphitheatre facing the Upper Lake, two other theatres and a tribal museum. Lokrang is the popular traditional festival celebrated on Republic day in Bhopal.

This festival is organized for five days for the tribal and folk programs, cultural activities and performing arts. In Bhopal, Dhrupad Samaroh is celebrated with great fun and enthusiasm. Large numbers of people come to enjoy the outstanding vocal and music performances by the well renowned artists. The devotees of classical music and songs come from across the world to enjoy the festival.

The Indira Gandhi Rashtriya Manav Sangrahalaya (IGRMS), an autonomous organization of Govt. of India, Ministry of Culture is dedicated to the depiction of story of mankind in time and space.

The headquarters of the IGRMS is located in Bhopal (M.P.) while a regional centre is functioning from Heritage building Wellington House, Mysore (Karnataka). It showcases the tribal culture of various regions and various examples of tribal art and architecture

**Bhopal Ijtema**, is one of the popular religious festivals of Muslims celebrated in Bhopal for three days. Considered one of the biggest religious gatherings, it has attracted Muslims from all over India and many from overseas.

Muslims from Egypt, Saudi Arabia, Russia, Philippines, South Africa, UK, USA, Malaysia, and Indonesia are also here to attend this religious gathering. Gatherings listen to lectures from Islamic scholars and are urged to live a life of piety and emphasis on preparation for the life hereafter.

The three day gathering will end in a dua that asks for peace and blessings for the world. Around a Million people gather on the final day prayer. Varieties of commodities were displayed and sell in this festival. Many Muslims and non-Muslims were participated in trading.

#### **Section-IV:**

### **3.20 Comparative Analysis of Two Cities:**

Nagpur and Bhopal:

The research study based on two cities Nagpur, second capital of Maharashtra and Bhopal, capital of Madhya Pradesh. Historical impact of Nagpur makes many similarities and progressive trend of these cities creates many differences among them. The history says that in 1861 Nagpur became a part of the Central Provinces. After the independence of India in 1947, Nagpur emerged as the capital of Madhya Pradesh. Finally, in 1960, Nagpur got included in the state of Maharashtra and was declared as the second capital of Maharashtra.

Nagpur is a winter capital of the state of Maharashtra, the largest city in central India and third largest city in Maharashtra after Mumbai and Pune.

With a population of 4,653,171 (2011) Nagpur is also a major commercial and political center of the Vidarbha region of Maharashtra, and is also famous throughout the country as "Orange City" for being a major trade center of oranges that are cultivated in the region. On the other hand Bhopal is the administrative headquarters of Bhopal District and Bhopal Division with the population of 2,368,145 (2011).

The city was the capital of the former Bhopal State. Bhopal is known as the City of Lakes for its various natural as well as artificial lakes and is also one of the greenest cities in India.

### **3.21 Demography:**

- **Area:**

Nagpur is 3.5 times bigger as compared to Bhopal in area, the total area under Nagpur district is 9,892 sq. km. On the other hand, Bhopal district is having 2,772 sq. km. This is one-third of area of Nagpur. This leads to high average density of 854 per sq.km. in Bhopal as 470 per sq. km. in Nagpur.

- **Population:**

In 2011, Nagpur had population of 4,653,171 of which male and female were 2,388,558 and 2,264,613 respectively. Nagpur District population constituted 4.14 percent of total Maharashtra population Bhopal is just half in the population with comparison of Nagpur, the total population of Bhopal is 2,368,145 of which Male and female were 1,239,378 and 1,128,767 respectively. In other words total female population of Nagpur is equals to total the population of Bhopal. Bhopal District population constituted 3.26 percent of total Madhya Pradesh population.

As far as the Population growth rate is concern, Bhopal has recorded high rate of growth with 28.46 percent compare to 14.39 percent in Nagpur in 2011 census.

- **Language:**

Marathi, the official language of Maharashtra, is the local language in Nagpur. Hindi is also spoken as a secondary language, but in Bhopal. The chief languages are Hindi/Urdu (Hindustani) and English, but there are a substantial number of Marathi, Sindhi, Marwari speakers as well.

- **Literacy:**

Average literacy rate of Nagpur in 2011 were 89.52 compared to 84.03 of 2001. In which urban and rural literacy rate were 92.61 % and 82.81 % respectively. If we looked out at gender wise, male and female literacy were 93.76 and 85.07 respectively. On the other hand Average literacy rate of Bhopal in 2011 were 82.26. In which urban and rural literacy rate were 69.36 % 85.18 % respectively, which is quite low as compare to Nagpur .at gender wise, male and female literacy were 87.44 and 76.57 respectively.

**Sex Ratio:** With regards to Sex Ratio in Nagpur, it stood at **948** per 1000 male compared to Bhopal, it stood at **911** per 1000 male. Which is quite low with comparison of the average national sex ratio in India are 940 as per latest reports of Census 2011 Directorate.

### **3.21 Climate:**

The climate of Nagpur follows a typical seasonal monsoon weather pattern. The peak temperatures are usually reached in May/June and can be as high as 48oC. Nagpur climate is dry / mildly humid all through the year. Monsoons start from July and extend up to September .Winters from November to January are very pleasant with a minimum temperature of around 10°C.

On the other side the climate of Bhopal has a humid subtropical, with mild, dry winters, a hot summer and a humid monsoon season. Summers start in late March and go on till mid-June, the average temperature being around 30°C (86°F), with the peak of summer in May, when the highs regularly exceed 40°C (104°F).

The monsoon starts in late June and ends in late September. Winters (December to February) are pretty cold with minimum goes down to chilly 8°C.

### **3.22 Economy:**

Nagpur is one of the most promising cities in the country in terms of becoming a metropolitan city. Still, anyone hardly sees any industries in the Nagpur region which are the backbone of any emerging metropolitan city. Efforts are being made to showcase Nagpur region as the most suitable spot for setting up new and huge industrial corporations. Bhopal is amongst top 100 fastest growing cities in world, now an international airport and IT parks are also coming.

**Livability Index** (Important criteria are safety, education, hygiene, health care, culture, environment, recreation, political-economic stability and public transportation.) According to a latest survey by CII (confederation of Indian industries) – Institute for Competitiveness titled ‘Livability Index 2010:

The best cities in India’, Nagpur Ranks 19<sup>th</sup> overall out of 37 cities that were surveyed. It also states that Nagpur ranks 11<sup>th</sup> as far as demographic advantage are concerned. This is a big plus point for the city. Bhopal rank 13<sup>th</sup> overall out of 37 cities.

**Table 3.16: Occupational Level Distribution**

Cities	Economic Environment		Income and Employment		Infrastructure		Business Environment		Purchasing Power	
	score	rank	score	rank	score	rank	score	rank	score	rank
Nagpur	54.53	16	54.27	11	55.76	20	46.09	28	59.6	11
Bhopal	50.79	26	49.82	20	52.66	29	45.83	32	53.35	21

**Source:** - <http://indiaenvironmentportal.org.in/files/Liveability-Report.pdf> 2010

Nagpur Ranks 17<sup>th</sup> on pillar, education and constituents while Bhopal also ranks 16<sup>th</sup> for the same. Evaluation on the basis of the level of Education Distribution in Nagpur score 56.96% and rank at 21<sup>th</sup> out of 37 on the other hand Bhopal score 59.30 % at 17<sup>th</sup> rank. On the basis of Occupation Level Distribution, Nagpur score 54.90 % at 14<sup>th</sup> rank and Bhopal score 53.94 % at 18<sup>th</sup> rank.

- **Economic Environment and Standard of Living:**

The average per capita income of cities as a larger per capita income represents a stronger economy. The employment levels that the city can offer apart from the local business environment and the economic growth patterns make the city a more attractive place to reside. Cost of living makes a big difference to the decision of the people and the industry as the costs are an important aspect of people’s lifestyle now.

- **Average Household Income:**

According to a survey conducted in 35 cities, the population and average household income of both cities on May 25, 2010 are as below:

**Table 3.17: Average Household Income**

Cities	Population (000)	Average household income (\$)
Nagpur	2123	5142
Bhopal	1455	2782

**Source:** Census Bureau, NCAER data, TSMG Estimates

- **Medical Services:** Nagpur boasts of having the biggest hospital in Central India in the form of Government Medical College and Hospital. In addition Nagpur also has many renowned hospitals and doctors to boast for. In the latest report of CII-Institute for Competitiveness, Nagpur ranks 5<sup>th</sup> amongst 37 other cities in Health Support Infrastructure.

**Table 3.18: CII Index**

Annual growth rate	2002-05	2005-08	2008-16 (E)
Nagpur	9.8	14.2	12.6
Bhopal	4	5.7	5.1

**Source:** NSHIE, NCAER/FCR

The percentage of usually employed female persons of Nagpur which was 21.2 % during 1993-94 increased to 28.9% by 2004-05 thereby gaining more than seven percentage points in a span of a more than a decade period In case of males the situation was not any different as the percentage of usually employed male persons decreased from 72.2% to 72% during the same period.

**Table 3.19: Changing Employment Scenario**

Number of employed persons per 1000 persons aged 15 years and above city / town during 1993-05

Name of cities	Male			Female		
	NSSO rounds			NSSO rounds		
	61	55	50	61	55	50
Nagpur	720	697	727	289	154	212
Bhopal	782	722	685	151	151	176

**Source:** NSS Report 61<sup>th</sup> Round

The percentage of usually employed female persons of Bhopal which was 17.6% during 1993-94 crashed to 15.1% by 2004-05 thereby losing more than two percentage points in a span of a more than a decade period. The negative trends may clearly mean low level of employment generation or creation of fewer jobs which is a matter of concern to the job seekers who look to the national capital as natural destination for better/bright prospects. In case of males the situation very different as the percentage of usually employed male persons increased from 68.5% to 78.2% during the same period.

- **Employment by Status:** Employed persons can be categorized into three broad groups, namely, self-employed, regular wage/salaried employees and casual labour.

**Table 3.20: Per 1000 Distribution of Usually Employed (Ps+Ss\*) Persons Aged 15 Years and Above by Status of Employment for Each City/ Town during 1993-94, 1999-2000 and 2004-05 Male**

Status of employment	Nagpur			Bhopal		
	NSSO rounds			NSSO rounds		
	61	55	50	61	55	50
Self employed	421	379	388	533	377	276
Regular wage/salaried	417	396	448	413	454	593
Casual labour	161	225	164	54	170	131

**Source:** NSS Report 61<sup>th</sup> Round (\*principal status and subsidiary status)

General tendency for the share of self-employed workers was to increase, that of wage and salaried workers to decline and with fluctuating share of casual workers.



The City of Bhopal had attained the distinction of increased proportion of self employed by more than 25 percentage points between 1993-94, and 2004-05 which could be classified as an unusual shift in the pattern of employment and this needs to vouch with the aid of results of subsequent annual surveys. Similar behaviors observed in data like the more than 3% leap in respect of male self-employment in the employment structure of Nagpur city.

The decrease in the share of the regular wage/salaried in Nagpur (3.1%) and Bhopal (1.8%) while proportion of casual labourers had decreased more drastically in Bhopal by 7.7 than by 0.3 in Nagpur during the period 1993-94 and 2004-05.

**Table 3.21: Per 1000 Distribution of Usually Employed (Ps+Ss\*) Persons Aged 15 Years and Above City/ Town during 1993-94, 1999-2000 and 2004-05 Female**

Name of cities	Nagpur			Bhopal		
	1993-94	1999-2000	2004-05	1993-94	1999-2000	2004-05
Round	61	55	50	61	55	50
Self employed	377	383	385	265	470	205
Regular wage/salaried	367	318	362	735	278	509
Casual labour	256	292	253	0	258	286

**Source:** NSS Report 61<sup>th</sup> Round (\*principal status and subsidiary status)

In case of female, in Nagpur the proportion of self-employed had decreased by 0.8% while Nagpur recorded constant position of regular and casual labours during the decade. But in the city of Bhopal, the share of the regular wage/salaried has increased by more than 22% and 6% upward movement in female self-employment.

But the proportion of casual labourers had gone down to zero. However, this trend cannot be sustained forever and negative returns are likely to set in motion proving age old theory that size of city and economic growth are negatively correlated.

This theory can set in motion in big metro cities sooner or later. It is quite natural that as city grows it expands the economic base leading to increased advantage to trade, commerce, industry and employment.

### **3.23 Conclusion:**

Nagpur City has many distinctions. Popularly it is called the Orange City. Nagpur is a winter capital of the state of Maharashtra, a fast growing metropolis and third largest city in Maharashtra after Mumbai and Pune. It is 3.5 times bigger as compared to Bhopal in area, the total area under Nagpur district is 9,892 sq. km.

On the other hand Bhopal District having 2,772sq.k.m. This is one-third of area of Nagpur. This leads to high average density of 854 per sq.km. In Bhopal as 470 per sq, km. in Nagpur. According to a latest survey by CII (confederation of Indian industries) – Institute for Competitiveness titled ‘Livability Index 2010: The best cities in India’, Nagpur Ranks 19th overall out of 37 cities that were surveyed. Bhopal rank 13th overall out of 37 cities. Nagpur Ranks 17<sup>th</sup> on Pillar Education and Constituents while Bhopal also ranks 16<sup>th</sup> for the same.

Evaluation on the basis of the level of Education Distribution in Nagpur score 56.96% and rank at 21<sup>th</sup> out of 37 on the other hand Bhopal score 59.30 % at 17<sup>th</sup> rank. On the basis of Occupation Level Distribution Nagpur score 54.90 % at 14<sup>th</sup> rank and Bhopal score 53.94 % at 18<sup>th</sup> rank. Nagpur has better employment opportunities than Bhopal, the percentage of usually employed female persons of Nagpur which was 21.2 % during 1993-94 increased to 28.9% by 2004-05 thereby gaining more than seven percentage points in a span of a more than a decade period In case of males the situation was not any different as the percentage of usually employed male persons decreased from 72.2% to 72% during the same period.

On the other hand the percentage of usually employed female persons of Bhopal which was 17.6% during 1993-94 crashed to 15.1% by 2004-05 thereby losing more than two percentage points in a span of a more than a decade period.

In case of males the situation very different as the percentage of usually employed male persons increased from 68.5% to 78.2% during the same period. Sex Ratio in Nagpur, it stood at 948 per 1000 male compared to 2001 census figure of 932. It is 911 per 1000 male compared to 2001 census figure of 895 in Bhopal. According to report by NCAER 2010, Per capita income of Nagpur is 5142 and per capita income of Bhopal in 2009-10 is Rs 2782. Nagpur is a potential city and it is developing with their optimum capacity. This growth center should be developed not only to direct some of the population that would otherwise come to Nagpur but also utilizing all the recourses for rapid industrialization.

Average literacy rate of Nagpur in 2011 were 89.52 compared to 84.03 of 2001. On the other hand Average literacy rate of Bhopal in 2011 were 82.26, which not so much low as compare to population of cities. Nagpur has been the main center of commerce in the Vidarbha region since early days and is an important trading location. The city was ranked the 11th most competitive city in the country by the Institute for Competitiveness in its 2012 report. At present, 513 I.E.M. has been issued in Nagpur district.

Most of the industries that are exist in the district of Nagpur predominantly engineering and Agricultural based. The existence of fabrication workshop, re-rolling mills, foundries, manufacturing of steel furniture, auto parts, machinery and machinery parts amply prove this point. Bhopal has its own industrial area i.e. "Govindpura, "It has 1044 small and medium scale industries involved in various kinds of production activities. The major industries in the old city are electrical goods, cotton, chemicals and jewelry. Other industries include cotton and flour milling, cloth weaving and painting, as well as making matches, sealing wax, and sporting equipment. The residents of Bhopal also engage in large retail businesses. Handicrafts, like zardozi and batua (a small string purse, usually used with Indian traditional dresses) are some of the products of the Old City. In addition, Nagpur has all the ingredients for emerging as a high quality service centre.

Bhopal is also developing rapidly. Both cities have many IT companies and other developmental measures of growth, real estate, both have already many efficient and well-designed residential properties and commercial buildings and Special Economic Zones (SEZs coming up in Bhopal) MIHAN, BHEL, Multinational companies (MNCs) such as Taurus Microsystems, Fujitsu and Infosys are supposed to set up their centers in this Technology Park. Nagpur and Bhopal is now eye witnessing the same phenomenon of mall culture. The mall culture has changed the consumer preference behavior to a great extent. Therefore Nagpur and Bhopal have received colossal economic and social contributions from these malls making them one of the most prominent cities. It is very interesting to analyze and compare the impact of these factors on consumption behavior.

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## Chapter 4

### Media, Malls and its Effect on Consumer Behaviour

This approach to consumer behaviour tends to be more micro and cognitive in nature. It is micro in emphasizing the individual consumer: his or her attitudes, perceptions, and lifestyle and demographic characteristics. Environmental effects-reference groups, the family, culture -are studied in the context of how they influence the individual consumer. It has long been recognized that the influence of education on behaviour is pervasive.

Even through casual observation, many aspects of the behaviour of the individual or of the household are seen to be closely associated with level of schooling. Income, choice of occupation, residential location, geographical mobility, consumption expenditures, leisure-time activities, avocations, characteristics of friends and associates, "lifestyle," Social, cultural, individual and emotional forces play a big part in defining consumer buying behaviour. Cultural, sub-culture and social class play an important is finalizing consumer behaviour.

Consumer Behaviour deals with the various stages a consumer goes through before purchasing products or services for his end use. It is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

It attempts to understand the decision-making processes of buyers, both individually and in groups. Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. In a layman's language "consumer behaviour deals with the buying behaviour of individuals."

**Table 1 4.1: Profile of Respondent**

Personal Profile	Classification	Frequency	Percentage
Age	20 to 30	189	23.6

Personal Profile	Classification	Frequency	Percentage
	31 to 40	194	24.3
	41 to 50	210	26.3
	more than 51	207	25.9
	<b>Mean: 39.92</b>	<b>Standard Deviation: 8.302</b>	<b>Standard error: 0.294</b>
Gender	Male	594	74.3
	Female	206	25.7
Marital Status	Married	590	73.8
	Unmarried	171	21.4
	Others	39	4.9
Education	Primary and secondary	35	4.4
	Graduates	398	49.8
	Post Graduate	317	39.6
	Doctorate	39	4.9
	Medical	11	1.4
Religion	Hindu	530	66.3
	Jain	68	8.5
	Muslims	94	11.1
	Christen	14	1.8
	Others	5	0.6
Caste	General	401	51.1
	S.C.	149	18.6
	S.T.	63	7.9
	O.B.C.	168	21.0
	Other	19	2.4
Occupation	Business	447	55.9
	Service	353	44.1
Monthly Income	Up to 20000	174	21.8
	20001 to 40000	493	61.6

<b>Personal Profile</b>	<b>Classification</b>	<b>Frequency</b>	<b>Percentage</b>
	40001 above	133	16.6
	<b>Mean: 30636.88</b>	<b>Standard Deviation: 11192</b>	<b>Standard error: 395.6</b>
House hold Size	one	64	8.0
	Two	225	28.1
	Three	328	41.0
	Four	159	19.9
	Five and above	24	3.0
	<b>Mean: 2.28</b>	<b>Standard Deviation : 0.942</b>	<b>Standard error: 0.033</b>

**Source:** self-analysis

The purpose of this chapter is to describe the data analysis and present the results of the study to identify the factors affecting consumption behaviour. This chapter presented the results of both descriptive and inferential statistical analyses performed on the data obtained through field survey.

The relevant descriptive statistical tools like mean and standard deviation and cross tabulations were applied to the consumer's characteristics like socio-economic, demographic and geographic variables presented in the questionnaire followed by factor analysis of consumer's psychographic attributes, and situational factors presented in the questionnaire.

Inferential statistical tools like simple correlation, simple regression, multiple regressions, chi-square were applied for hypotheses testing in the proposed model.

- **Descriptive Statistics (Sample Description):**

Consumers in the two cities of Nagpur and Bhopal were requested to participate in the survey through direct questionnaire method.

Our sample size was 800 (400 from Nagpur city and 400 from Bhopal city) Each city is classified into four different parts, based on geographical location, East, West, North and South.



In order to collect primary data from each zone of city 100 households will be selected randomly; the care will be taken to include the representative of various groups.

Following the data collection procedure, a total of 800 customers were surveyed.

The Following sub sections present the data analysis about respondent's socio-economic, demographic, geographic and psychographic attributes.

#### **4.1 Respondents Socio-economic and Demographic Attributes:**

The results of respondent's demographic, socio-economic and religious variables were summarized in Table 4.1.

This study contributes to a deeper understanding of the impact of different factors on consumer buying behaviour.

It analyses the relationship between several independent variables, such as Income, Education, House-hold size, Religion, Age, Gender, State of life, and marketing mix factors, and consumer behaviour (as the dependent variable).

- **Age:**

All respondents were adult, with an average age of 39 years (range 20-67) and standard deviation of 8.302. It should be taken care that all age groups were equal weighted in the investigation.

- **Gender:**

Male and female, respondent consisted of 206 female (25.7 percent) and 594 male (74.3 percent), in Indian society it is males responsibility to look after family or earn for family (NSSO round 61 (2004) work participation rate).

This reflect in our field work also, while survey majority of male were working for their families.

- **Marital Status:**

The majority of the respondents (73.8 percent) were married and (21.4 percent) were un-married, other included widow or divorcee was (4.9 percent).

**Table 4.2: Education Level of the Respondent and Stream of Education**

	Stream of education that the respondent studied						Total
	below 10	Arts	commerce	Science	Technical	Engineering	
Primary and Secondary	35	0	0	0	0	0	35
Graduate	0	189	138	52	7	12	398
PG	0	146	85	59	15	12	317
Doctorate	0	14	10	7	5	3	39
Medical	0	0	0	11	0	0	11
Total	35	349	233	129	27	27	800

**Source:** self-analysis

- **Education:**

The majority of the respondents (49.8 percent) have completed graduation as their educational qualification, in which (23.6 percent) were arts and (17.3 percent) were commerce graduates (6.5 percent) having B. Sc degree.

The least (4.4 percent) had SSC as their minimum qualification. Post graduate (39.6 percent) respondent were also in a respectable number, in which (18.3 percent) have done their PG in arts and (10.6 percent) done their PG in commerce.

4.9 percent respondent having PhD as their educational qualification, (1.8 percent) respondent completed their PhDs in arts and (1.3 percent) were done in commerce. (1.4 percent) respondent was physician.

- **Religion and Caste:**

The majority of respondent (66.3 percent) belongs to Hindu religion, in which (44.5 percent) were from general category (11.1 percent) belongs to OBC (5.3 percent) was SC and (4.3 percent) respondent were from ST category. Second major respondent (11.8 percent) were from Muslims religion in which (2 percent) were from general category (4.8 percent) belongs to OBC (5.3 percent).

11.1 percent respondent were belongs to Buddha religion, majority of them 8.0 percent were SC and 3.0 percent respondent were from ST category. 8.54 percent respondent belongs to Jain religion, in which 4.9 percent belongs to OBC caste and 2.9 percent were from open category. 1.6 percent of respondent represent christen religion and 0.6 percent were from other religion.

**Table 4.3 Religion of the Respondent and Caste of the Respondent**

Religion of the respondent	Caste of the respondent					Total
	General	OBC	ST	SC	Other	
Hindu	356	89	34	46	5	530
Jain	23	39	4	1	1	68
Buddha	1	0	24	64	0	89
Muslim	16	38	1	38	1	94
Christen	1	2	0	0	11	14
Other	4	0	0	0	1	5
Total	401	168	63	149	19	800

**Source:** self-analysis

• **Occupation:**

55.9 percent of respondent were engaged in business activity, in which majority of 36.5 percent were doing trade, 13.9 percent were doing construction and 5.5 percent were in manufacturing business, and rest 44.1 percent respondent doing service to earn their livelihood, in which 25.5 percent were in private job and other 18.6 percent were in public sector job.

**Table 4.4 Occupation of the Respondent and Types of Business of the Respondent**

Business	Types of business of the respondent			
	Construction	Trade	Manufacturing	Total
	111	292	44	447
	13.9%	36.5%	5.5%	55.9%

	<b>Public</b>	<b>Private</b>	<b>Total</b>
<b>Service</b>	149	204	353
	18.6%	25.5%	44.1%

**Source:** self-analysis

- **Income:**

The majority of the respondents 61.6 percent were encompass monthly household income INR 20,000 to INR 40,000, followed by 21.8 percent respondent earn up to Rs. 20,000, and 16.6 Percent of respondent were earn above 40,000 per month. The aggregated mean of income was 30636.88, with the Standard Deviation of 11192.

That means medium middle class society having dominant representation in the investigation, as it represent in the Indian economy.

- **House Hold Size:**

The average family size of the respondents was 2.28, and 41 percent of respondent having three members in their family. 28.1 percent of respondent having two members and 19.9 percent of respondent having four members in their family, 3 percent of respondent having five and above members in their house hold size and 8 percent of respondent were single.

#### **4.2 Factors Affecting Consumption Behaviour:**

Many of economic theories based upon income – expenditure hypotheses, although it is the most dominant factor to determine consumption ability, but form the traditional economic theories other factors are also playing very important role. There are some economic theories which emphasize Income, prosperity and ancestor prosperity is important factor. After reviewing all selected variable in empirical studies, we have selected variables to investigate the impact level on the buying behaviour of the consumer. Buying decisions of consumers may be depend on the following factors:

- a. Income (monthly, additional, other family member's income)
- b. Age

- c. Gender
- d. Education
- e. House-Hold Size
- f. Occupation
- g. Religion
- h. Ancestry Property

Consumer behavior is deeply influenced by cultural factors such as: buyer culture, subculture, and social class. Apart from that religion has potential in forming a person attitude or behavior. The impact of reference groups varies across products and brands. For example if the product is visible such as dress, shoes, car etc then the influence of religion groups will be high.

These groups also include opinion leader (a person who influences other because of his special skill, knowledge or other characteristics). Buyer behavior is strongly influenced by the member of a family. Therefore marketers are trying to find the roles and influence of the husband, wife and children.

If the buying decision of a particular product is influenced by wife then the marketers will try to target the women in their advertisement. Here we should note that buying roles change with change in consumer lifestyles.

Age and life-cycle have potential impact on the consumer buying behavior. It is obvious that the consumers change the purchase of goods and services with the passage of time. Family life-cycle consists of different stages such young singles, married couples, unmarried couples etc. which help marketers to develop appropriate products for each stage. On the other hand the occupation of a person has significant impact on his buying behavior. For example a marketing manager of an organization will try to purchase business suits, whereas a low level worker in the same organization will purchase rugged work clothes. The advent of social media has opened a new avenue of marketing for corporations.

The traditional “word-of-mouth” publicity has been replaced by the “word-of-web”, as consumers are increasingly referring to social media sites before making a purchase, greatly influencing buying behaviour. Though most companies these days have an official website which has complete information about their products, consumers usually engage with a company after reading reviews and feedback from existing customers. Before buying a product, every consumer wants to make sure that the product is the best in its class, and offers good value for money.

This is where social media plays an important part in defining consumer behaviour. People who have already used the product describe their experience – its strengths, weaknesses etc., and this helps in disseminating information.

Word of mouth has always been an effective marketing tool for business. In 2013, that word of mouth is just as likely to come from a social media website or Smartphone application as from a neighbor across the fence. According to Mind Jumpers, a community management consulting company, 64 percent of Smartphone users turn to their phones to shop – and most of them look for reviews and recommendations from a number of sources to help them make their buying decisions.

Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it. Consumer is the King of all the marketing activities of all the business and industrial enterprises of today go around the habits, tastes, preferences and attitudes of consumers. All the efforts are made to provide maximum satisfaction to maximum consumers. Marketers have come to realize that no marketing efforts can be successful if the choices, tastes and attitudes of consumers are not properly considered.

Therefore, the stress lay upon marketing research and the study consumer behaviour. Further, a buyer purchases a product because of certain physical, social and economic forces creating a desire or a want for the product. A decision to buy a product is taken after passing through different stages. Need recognition is the first thing in the buying stages, which is followed by product awareness, interest, evaluation and intention, source of information, purchase and post purchase behaviour. Shopping malls also contribute to business more significantly than traditional markets, which are viewed as a simple convergence of supply and demand. Shopping malls attract buyers and sellers, and attract customers, providing enough time to make choices as well as a recreational means of shopping.

However, competition between malls, congestion of markets and traditional shopping centers has led mall developers and management to consider alternative methods to build excitement in customers.

This study examines the impact of growing congestion of shopping malls in urban areas on shopping convenience and shopping behaviour. Thus, this chapter deals with the collection of qualitative information regarding the behaviour of consumers in which perception about product, sources of information, decision-making process, point of purchase, consumers' awareness level, impact of advertisements and sales promotion on their attitude have been discussed. Various effects of the media and mall culture on consumers have been discussed. The object was to explore all realistic and existing scenarios of various dimension of consumption behaviour of the cities.

This chapter deals with the mass media and mall culture of the two cities in Nagpur and Bhopal. Besides, it also attempts to investigate the influence of media and mall on consumption behaviour of the cities in various fields of economic activity. The chapter is divided into two sections: — (I) effect of media on consumption behaviour of both Cities (II) effect of malls on consumption behaviour of both Cities.

## **Section I:**

### **4.3 Effect of Media on Consumption Behaviour of Both Cities:**

The media has a strong social and cultural impact upon society. This is predicated upon its ability to reach a wide audience which often sends a strong and influential message. Marshall McLuhan uses the term “the medium is the message” as a means of explaining how the distribution of the message can often be more important than the message itself. It is through the persuasiveness of mediums such as television, radio and print media that reach the target audience. These have been influential mediums as they have been largely responsible in structuring the daily lives and routines of Indians. Television broadcasting has a large amount of control in influencing the content that society watches and the times in which they are viewed. This is a distinguishing feature of traditional mediums and although they are by no means redundant, the development of the internet has challenged the traditional participation habits involved in mediums such as television.

The internet has lifted some of the restrictions placed on society by allowing for diversification of political opinions, social and cultural differences and heightened level of consumer participation. There have been suggestions that allowing consumers to produce information through the internet will lead to a bombardment of too much information.

It can however allow society a medium for expressing opinions and moving away from the political restrictions placed on society. Urbanization, industrialization and life are good modernization created social conditions in which the mass media developed.

The mass media play a crucial role in forming and reflecting public opinion: the media communicate the world to individuals and reproduce the self-image of society. Although critics charge advertising with creating "selling agents" within the home by persuading the child to request products she/he sees advertised, little evidence exists to support the contention that such second-order influence extends to household consumer decisions. Studies of household decision making are usually confined to spousal influence (e.g., Kollat and Blackwell 1983).

Although some studies have investigated the influence of children in household decisions (e.g., Szybillo et al. 1977), such influence has not been investigated as a second-order consequence of the child's exposure to persuasive communications and other influences outside the home. Studies of advertising effects on the child's requests and parental yielding, on the other hand, are mostly confined to products consumed by the child rather than products consumed by the entire family, (e.g., Henderson et al. 1980; Ward and Wackman 1972).

This analysis presents the results of a study designed to test the effects of media and interpersonal communications on the consumer behaviour. The effects of such communication processes on consumers were evaluated in the context of household decision making. Specifically, the research examines the effects of television advertising, family and peer communications about consumption in household decision making. To give more insight to the research and have an insider's view of how the different sources of media affected the customer's behaviour and what were the influencing factors behind the reason that could translate the footfalls into purchase decisions, advertisement, peer group influence, referring survey and other source were observed.

- **Product Selection Decision:**

It was found that brand is the main deciding factor of purchasing. It was revealed from the data collected by survey that the majority of respondents (44%) were preferred brands on the basis of advertisements, influence by peer group was (32%), while remaining considered by referring survey (16%) & (08%) were preferred by other reasons.



To analyze and identify most dominant factor of consumption behaviour, investigation of every opinion at different level was conducted. This investigation has been done on the basis of these four divisions (mention in previous paragraph) with multiple options to analyze seven variables (as mention in chapter IV) with cross-tabulation. Further chi square method was used for analysis the collected data.

#### **4.4 Product Selection by Advertisements and Consumption Behaviour:**

According to the Benton Foundation (2000): Despite the current frenzy surrounding new media, TV is still the most watched and most trusted source of information in the US. Ninety - three percent of Americans watch a network television program in the course of a week, and 69 percent of Americans say TV is the most trusted source of information. Advertising in India has been gaining sophistication during recent years. Besides, there has been a considerable increase in sales promotion activities of incentive merchandising schemes which have increased considerably in the last decade. Most of these were naturally for low prices mass consumer non - durables such as Soaps, toiletries, tooth pastes, herbal products, curry powders, confectionaries, cigarettes etc.

Readymade garments, ready to eat items, two wheelers television sets, washing machines, mixers, fridges, fans, ovens have also become as popular in India consequent upon the emergence of T.V as a powerful media of advertising. From a scenario in the seventies where options were limited and the print medium was the single most dominant medium, there has been a sudden proliferation of options in 1980's with T.V. overriding all other media in the country.

The role of advertising in influencing food choice must be considered against the backdrop that nine out of every ten food commercials aimed at children advertise foods considered generally unhealthy (Denoon, 2008).

Additionally, an analysis of children's magazines found that unhealthy food was portrayed more often than healthy food (Kelly and Chapman, 2007). Kelly & Chapman, (2007) also found that when name brands were used, ice cream, and fast food (unhealthy foods) were the most common items mentioned. To know the criteria of product selection, brand preferences and buying decision with various variables were presented by the help of cross-tabulation. The results of cross-tabs would provide a meaningful association among different variables measured on nominal and interval scale.

The results with the help of Chi-square test ( $\chi^2.05$ ) would also reveal that the independence / dependence and goodness of fit among the variables. Cross tabulations constitute an important part of descriptive statistics. The results of cross tabulations between brand selection and respondents' socio-economic, demographic, variables were summarized in respective tables. The results were explained in the following paragraphs.

- **Age vs. Advertisement and Product Selection:**

Age group of 20-30 years respondent was most influenced by T.V in Bhopal, whereas more than 51 years age group was watching ads in T.V in Nagpur. It was depicted from the table 4.5 that 55.3 percent respondent in Nagpur were influenced by T.V while choosing the product, followed by ads in newspaper by 26 percent, 15.3 percent respondent were influenced by other sources and 3.5 percent were decided by hoardings and banners. The situation was almost similar to Bhopal 49 percent respondent were influenced by T.V whereas 32 percent respondent were decided by seeing ads in newspaper, 11.8 percent respondent were watching other source and 7.3 percent respondent were influence by hording and banners.

**Table 4.5: Age and Advertize**

Reason for Choosing a particular brand? Advertize					Total
Age	Advertisement in T.V.	Advertisement in News Papers	Advertisement through Hoardings, banners, etc.	Other	
<b>Nagpur</b>					
20 to 30	12.5%	4.0%	1.0%	1.5%	19.0%
31 to 40	12.3%	5.8%	.5%	5.3%	23.8%
41 to 50	15.0%	7.5%	8%	4.3%	27.5%
More than 51	15.5%	8.8%	1.3%	4.3%	29.8%
Total	55.3%	26.0%	3.5%	15.3%	100.0%
<b>Bhopal</b>					
20 to 30	13.8%	8.0%	2.8%	3.8%	28.3%
31 to 40	10.0%	8.5%	2.5%	3.8%	24.8%

Reason for Choosing a particular brand? Advertize					Total
Age	Advertisement in T.V.	Advertisement in News Papers	Advertisement through Hoardings, banners, etc.	Other	
41 to 50	15.0%	7.5%	.8%	4.3%	27.5%
More than 51	12.8%	7.3%	1.0%	1.0%	22.0%
Total	49.0%	32.0%	7.3%	11.8%	100.0%

**Source:** self-analysis

H<sub>0</sub> There is not any influence of Media in consumption behaviour of youth.

H<sub>1</sub> Media is one of important factors which influence consumption pattern of youth through extensive advertisement.

The table 4.6 shows that chi-square results of Nagpur ( $\chi^2= 10.674$ ,  $df = 9$ ,  $p=0.299$ ) and ( $\chi^2= 13.296$ ,  $df = 9$ ,  $p=0.150$ ) of Bhopal also revealed that there was not a significant association between age and product selection by advertisement.

That means we can accept our null hypothesis **that media is not an important factor which influence consumption pattern of youth.**

**Table 4.6: Chi-Square Tests of Age and Advertize**

Name of the city where the respondent lives		Value	df	Asymp. Sig. (2-sided)
Nagpur	Pearson Chi-Square	10.674 <sup>a</sup>	9	.299
	N of Valid Cases	400		
Bhopal	Pearson Chi-Square	13.296 <sup>b</sup>	9	.150
	N of Valid Cases	400		

**Source:** self-analysis

- **Results interpretation:**

The results revealed that product selection by advertisement were not associated by age group. all the respondents' were watching television; therefore, the consumers' of specific age group was not influence by ads on T.V. it does not affects specific consumers' buying behaviour but **impact of media was more on aged respondents, there was positive correlation between ageing and media, means aged people were influenced more by advertisements than young generation.**

- **Income vs. Advertisement and Product Selection:**

It was revealed from the table 4.7 that majority of 36 percent respondent of 20001-40000 income group influenced by television, 17.3 percent respondent were reading newspaper whereas 11.3 percent preferred other medium and 1.5 percent choosing hording and banners in Nagpur the same trend has been seen in Bhopal also where 32.5 percent respondent of 20001-40000 income group were preferred television, 22 percent reading newspaper, 7.8 percent were seeking other sources and 5 percent were watching hording and banners. Bhopal has 22.3 percent respond of up to 20000 income group whereas it was only 10.5 percent in Nagpur, all income group have been similar trend of preferring ads on television most as compare to other sources.

**Table 4.7: Level of Income and Advertize**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Advertize				Total
		Advertisement in T.V.	Advertisement in News Papers	Advertisement through Hoardings, banners, etc.	Other	
Nagpur	Upto 20000	5.5%	2.5%	.8%	1.8%	10.5%
	20001 to 40000	36.0%	17.3%	1.5%	11.3%	66.0%
	Above 40000	13.8%	6.3%	1.3%	2.3%	23.5%
	Total	55.3%	26.0%	3.5%	15.3%	100.0%
Bhopal	Upto 20000	11.3%	7.3%	1.8%	2.0%	22.3%

Name of the city where the respondent lives		Reason for Choosing a particular brand? Advertise				Total
		Advertisement in T.V.	Advertisement in News Papers	Advertisement through Hoardings, banners, etc.	Other	
	20001 to 40000	32.5%	22.0%	5.0%	7.8%	67.3%
	Above 40000	5.3%	2.8%	.5%	2.0%	10.5%
	Total	49.0%	32.0%	7.3%	11.8%	100.0%

**Source:** self-analysis

Chi-square results of Nagpur ( $\chi^2= 6.576$ ,  $df = 6$ ,  $p=0.362$ ) and ( $\chi^2= 3.484$ ,  $df = 6$ ,  $p=0.746$ ) of Bhopal also revealed that there was not a significant association between level of Income and product selection by advertisement.

- **Results interpretation:**

The results revealed that product selection by advertisement were not dependent on different income group. Most of the respondents' were watching television; therefore, the consumers' different income group was influence by ads on T.V. that affecting most consumers' buying behaviour.

- **Gender vs. Advertisement and Product Selection:**

76.3 percent male and 23.8 percent female respondent of Nagpur and 72.3 percent male and 27.8 percent female respondent of Bhopal were representing population.

It was observed from the above table 4.5 that 44 percent male respondent of Nagpur and 11.3 percent female respondent of Nagpur were influenced by television it was 36 percent male and 13 percent female in Bhopal.

Whereas, 19 percent male of Nagpur and 23.3 percent male of Bhopal were reading newspaper for choosing the particular brand for consumption.

The chi-square results of Nagpur ( $\chi^2= 3.864$ ,  $df = 3$ ,  $p=0.277$ ) and ( $\chi^2= 3.485$ ,  $df = 3$ ,  $p=0.323$ ) of Bhopal also revealed that there was not a significant association between gender and product selection by advertisement.

**Table 4.8: Gender and Advertize**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Advertize				Total
		Advertisement in T.V.	Advertisement in News Papers	Advertisement through Hoardings, banners, etc.	Other	
Nagpur	Male	44.0%	19.0%	2.8%	10.5%	76.3%
	Female	11.3%	7.0%	.8%	4.8%	23.8%
	Total	55.3%	26.0%	3.5%	15.3%	100.0%
Bhopal	Male	36.0%	23.3%	5.8%	7.3%	72.3%
	Female	13.0%	8.8%	1.5%	4.5%	27.8%
	Total	49.0%	32.0%	7.3%	11.8%	100.0%

**Source:** self-analysis

**Results Interpretation:**

The results revealed that product selection by advertisement were not dependent on different gender.

Buying behaviour of different items was equally preferred by male and female consumers, respondent dose not influence by the gender while purchasing.

- **Occupation vs. Advertisement and Product Selection:**

Majority of respondent were engaged in trade (37.8 percent in Nagpur and 35 percent in Bhopal).

In both cities. 23.8 percent of respondent from trade in Nagpur and 15.8 percent in Bhopal were choosing brand by watching television,

11.5 percent worker from public sector, 10.3 percent from private jobs, 6 percent from construction and 3.8 percent from manufacturing occupation preferred television as their brand selection in Nagpur.

Whereas 13.5 percent from private jobs, 9.5 percent from construction, 7.8 percent from public service and 2.5 percent were from manufacturing occupation choosing brand by watching television in Bhopal.

**Table 4.9: Types of Business and Advertise**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Advertise				Total
		Advertisement in T.V.	Advertisement in News Papers	Advertisement through Hoardings, banners, etc.	Other	
Nagpur	Construction	6.0%	2.3%	.3%	1.5%	10.0%
	Trade	23.8%	10.3%	1.0%	2.8%	37.8%
	Manufacturing	3.8%	2.0%	.3%	.8%	6.8%
	Public Service	11.5%	6.8%	1.0%	3.8%	23.0%
	Private service	10.3%	4.8%	1.0%	6.5%	22.5%
	Total	55.3%	26.0%	3.5%	15.3%	100.0%
Bhopal	Construction	9.5%	5.3%	1.0%	2.0%	17.8%
	Trade	15.8%	12.3%	3.8%	3.3%	35.0%
	Manufacturing	2.5%	.8%	.5%	.5%	4.3%
	Public Service	7.8%	6.8%	.5%	2.3%	17.3%
	Private service	13.5%	7.0%	1.5%	3.8%	25.8%
	Total	49.0%	32.0%	7.3%	11.8%	100.0%

**Source:** self-analysis

The chi-square results of Nagpur ( $\chi^2 = 23.866$ ,  $df = 12$ ,  $p = 0.021$ ) revealed that there was significant association between occupation level and product selection by advertisement.

( $\chi^2 = 11.701$ ,  $df = 12$ ,  $p = 0.470$ ) of Bhopal revealed that there was not a significant association between occupation level and product selection by advertisement.

- **Results interpretation:** The results revealed that product selection by advertisement were not dependent on different level of occupation in Bhopal but it was dependent in Nagpur.

Consumption behaviour in Nagpur was different from Bhopal.

Level of occupation influence respondent's choosing the particular brand but it was not any influence in Bhopal.

• **Education vs. Advertisement and Product Selection:**

It was depicted from the table 4.10 that 30 percent graduate respondent, 21.3 percent P.G respondent, 1.5 percent respondent having PhD and secondary educated and 1 percent doctors were preferred television for choosing brand in Nagpur.

On the other hand 22.8 percent graduate respondents, 20 percent P.G respondents, 3 percent PhD respondent, 2.5 percent secondary educated and 0.8 percent M.B.B.S respondents were choosing brand by watching television in Bhopal.

**Table 4.10: Education Level and Advertize**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Advertize				Total
		Advertisement in T.V.	Advertisement in News Papers	Advertisement through Hoardings, banners, etc.	Other	
Nagpur	Primary and Secondary	1.5%	1.3%	-----	.5%	3.3%
	Graduate	30.0%	13.3%	1.5%	9.3%	54.0%
	PG	21.3%	9.8%	2.0%	4.5%	37.5%
	Doctorate	1.5%	1.3%	-----	1.0%	3.8%
	Medical	1.0%	.5%	-----	-----	1.5%
	Total	55.3%	26.0%	3.5%	15.3%	100.0%
Bhopal	Primary and Secondary	2.5%	2.0%	.5%	.5%	5.5%
	Graduate	22.8%	14.3%	3.5%	5.0%	45.5%
	PG	20.0%	13.8%	2.8%	5.3%	41.8%
	Doctorate	3.0%	1.5%	.5%	1.0%	6.0%
	Medical	.8%	.5%	-----	-----	1.3%
	Total	49.0%	32.0%	7.3%	11.8%	100.0%

**Source:** self-analysis



Chi-square results of Nagpur ( $\chi^2= 9.103$ ,  $df = 12$ ,  $p=0.694$ ) and ( $\chi^2= 2.988$ ,  $df = 12$ ,  $p=0.996$ ) of Bhopal revealed that there was not a significant association between education level and product selection by advertisement.

• **Results Interpretation:**

The results revealed that product selection by advertisement were not dependent on different level of education in Nagpur and Bhopal. Level of education was not influence respondent’s choosing the particular brand in both cities.

• **Religion vs. Advertisement and Product Selection:**

It was revealed from the table 4.11 that 37.8 percent Hindus, 8.8 percent Buddhist, 4.5 percent Janise and 3.5 percent Muslims were choosing their brand by watching television in Nagpur. Whereas 30.5 percent Hindus, 7.5 percent Janise, 3 percent Buddhist and 7 percent Muslims were choosing their brand by watching television in Bhopal. On the other hand 17 percent Hindus, 5.5 percent Buddhist, 1.3 percent Janise and 1.5 percent Muslims were choosing their brand by reading newspaper in Nagpur. 22.8 percent Hindus, 5.5 percent Muslims, 2 percent Buddhist and 1.5 percent Janise were choosing their brand by reading newspaper in Bhopal.

**Table 4.11: Religion of the Respondent and Advertize**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Advertize				Total
		Advertisement in T.V.	Advertisement in News Papers	Advertisement through Hoardings, banners, etc.	Other	
Nagpur	Hindu	37.8%	17.0%	2.8%	11.3%	68.8%
	Jain	4.5%	1.3%	.5%	-----	6.3%
	Buddha	8.8%	5.5%	-----	1.8%	16.0%
	Muslim	3.5%	1.5%	-----	1.8%	6.8%
	Christen	.8%	.8%	.3%	.5%	2.3%
	Total	55.3%	26.0%	3.5%	15.3%	100.0%
	Hindu	30.5%	22.8%	2.8%	8.5%	64.5%
	Jain	7.5%	1.5%	1.8%	.3%	11.0%

Name of the city where the respondent lives		Reason for Choosing a particular brand? Advertize				Total
		Advertisement in T.V.	Advertisement in News Papers	Advertisement through Hoardings, banners, etc.	Other	
Bhopal	Buddha	3.0%	2.0%	.8%	.5%	6.3%
	Muslim	7.0%	5.5%	1.8%	2.5%	16.8%
	Christen	1.0%	.3%	.3%	-----	1.5%
	Total	49.0%	32.0%	7.3%	11.8%	100.0%

**Source:** self-analysis

Chi-square results of Nagpur ( $\chi^2 = 18.135$ ,  $df = 12$ ,  $p = 0.112$ ) revealed that there was not any association of religion and product selection by advertisement.

But ( $\chi^2 = 26.083$ ,  $df = 12$ ,  $p = 0.010$ ) of Bhopal revealed that there was a significant association between religion and product selection by advertisement.

- **Results Interpretation:**

The results revealed that product selection by advertisement were not dependent on different religion in Nagpur but it was dependent in Bhopal.

Religion in Nagpur was not influence respondent's choosing the particular brand but it influence respondent's choosing the particular brand in Bhopal.

- **House-Hold Size vs. Advertisement and Product Selection**

It was revealed from the table 4.12 that 3-4 member family members respondent (17 percent ) in Nagpur were watching ads in T.V, 5.8 were looking newspaper, 3.5 percent were looking other sources and 0.8 percent were looking ads by Advertisement through Hoardings, banners, etc.

In Nagpur , on the other hand Bhopal has similar trend, 3-4 member family in Bhopal were 23.5 percent watching television, 14.5 percent were reading newspaper, 5.5 percent were looking other sources and 3 percent were Advertisement through Hoardings, banners, etc. in Bhopal.

**Table 4.12: House-Hold Size and Advertize**

Name of the city where the respondent lives		Reason for Choosing a particular brand? advertize				Total
		Advertisement in T.V.	Advertisement in News Papers	Advertisement through Hoardings, banners, etc.	Other	
Nagpur	1-2 members	17.0%	5.8%	.8%	3.5%	27.0%
	3-4 members	36.5%	19.8%	2.8%	11.8%	70.8%
	5 + members	1.8%	.5%	---	---	2.3%
	Total	55.3%	26.0%	3.5%	15.3%	100.0%
Bhopal	1-2 members	24.8%	14.5%	3.0%	6.0%	48.3%
	3-4 members	23.5%	16.0%	4.3%	5.5%	49.3%
	5 + members	.8%	1.5%	-----	.3%	2.5%
	Total	49.0%	32.0%	7.3%	11.8%	100.0%

**Source:** self-analysis

Chi-square results of Nagpur ( $\chi^2= 6.725$ ,  $df = 6$ ,  $p=0.347$ ) revealed that there was not any association of house-hold size and product selection by advertisement.

( $\chi^2= 5.390$ ,  $df = 6$ ,  $p=0.495$ ) of Bhopal revealed that there was not any significant association between house-hold size and product selection by advertisement.

• **Results Interpretation:**

The results revealed that product selection by advertisement were not dependent on different house-hold size in Nagpur and Bhopal.

House-hold size in both cities was not influence respondent's choosing the particular brand.

#### **4.5 Peer Group and Product Selection:**

Peer group or Reference groups are groups (social groups, work groups, family, or close friends) a consumer identifies with and may want to join. They influence consumers' attitudes and behaviour.

If you have ever dreamed of being a professional player of basketball or another sport, you have an aspiration reference group. That's why, for example, Nike hires celebrities such as Michael Jordan to pitch the company's products.

There may also be dissociative groups or groups where a consumer does not want to be associated. These peer groups have strong influence on consumer's consumption behaviour.

- **Age vs Peer Group and Product Selection:**

**Table 4.13 Age and Peer Group:**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Advertise				Total
		Influenced by relatives	Influenced by friends	Influenced by the sellers	Other	
Nagpur	20 to 30	5.5%	6.8%	3.0%	3.8%	19.0%
	31 to 40	6.3%	7.3%	3.0%	7.3%	23.8%
	41 to 50	8.5%	10.0%	4.8%	4.3%	27.5%
	More than 51	7.0%	13.5%	3.3%	6.0%	29.8%
	Total	27.3%	37.5%	14.0%	21.3%	100.0%
Bhopal	20 to 30	7.8%	11.5%	2.5%	6.5%	28.3%
	31 to 40	6.8%	8.8%	4.0%	5.3%	24.8%
	41 to 50	7.8%	10.5%	2.8%	4.0%	25.0%
	More than 51	7.0%	7.8%	3.5%	3.8%	22.0%
	Total	29.3%	38.5%	12.8%	19.5%	100.0%

**Source:** self-analysis

It was observed from the table that 37.5 percent respondent in Nagpur were influenced by their friends while choosing the product, followed by influenced by relatives by 27.3 percent, 21.3 percent respondent were influenced by other sources and 14 percent were decided by sellers. The situation was almost similar to Bhopal 38.5 percent respondent were influenced by their friends whereas 29.3 percent respondent were decided by asking their relatives, 19.5 percent respondent were watching other source and 12.8 percent respondent were influence by sellers. Chi-square results of Nagpur ( $\chi^2= 12.254$ ,  $df = 9$ ,  $p=0.199$ ) and ( $\chi^2= 6.467$ ,  $df = 9$ ,  $p=0.692$ ) of Bhopal also revealed that there was not a significant association between age and product selection by peer group.

- **Results Interpretation:**

The results revealed that product selection by peer group were not dependent on different age group. The consumers' different age group was not influence by peer group for choosing a particular brand.

- **Income vs. Peer Group and Product Selection**

It was revealed from the table 4.14 that majority of 36 percent respondent of 20001-40000 income group influenced by television, 17.3 percent respondent were reading newspaper whereas 11.3 percent preferred other medium and 1.5 percent choosing hording and banners in Nagpur the same trend has been seen in Bhopal also where 32.5 percent respondent of 20001-40000 income group were preferred television,

**Table 4.14: Level of Income and Peer Group**

Name of the city where the respondent lives		Reason for Choosing a particular brand? advertize				Total
		Influenced by relatives	Influenced by friends	Influenced by the sellers	Other	
	Upto 20000	2.3%	4.8%	1.5%	2.0%	10.5%
	20001 to	17.0%	24.8%	9.8%	14.5%	66.0%

Name of the city where the respondent lives		Reason for Choosing a particular brand? advertize				Total
		Influenced by relatives	Influenced by friends	Influenced by the sellers	Other	
Nagpur	40000					
	Above 40000	8.0%	8.0%	2.8%	4.8%	23.5%
	Total	27.3%	37.5%	14.0%	21.3%	100.0%
Bhopal	Upto 20000	6.5%	7.3%	3.5%	5.0%	22.3%
	20001 to 40000	19.3%	27.5%	7.5%	13.0%	67.3%
	Above 40000	3.5%	3.8%	1.8%	1.5%	10.5%
	Total	29.3%	38.5%	12.8%	19.5%	100.0%

**Source:** self-analysis

22 percent reading newspaper, 7.8 percent were seeking other sources and 5 percent were watching hording and banners. 24.8 percent respondent of 20001-40000 income group, 4.8 percent respondent were up to 20000 income group and 8 percent above 40000 income group respondent were influenced by their friend while choosing a particular product in Nagpur.

Whereas 27.5 percent respondent of 20001-40000 income group, 7.3 percent of up to 20000 income group and 3.8 percent above 40000 income group respondent were influenced by friends in Bhopal. Chi-square results of Nagpur ( $\chi^2= 3.977$ ,  $df = 6$ ,  $p=0.680$ ) and ( $\chi^2=4.225$ ,  $df = 6$ ,  $p=0.646$ ) of Bhopal also revealed that there was not a significant association between income and product selection influence by peer group.

### **Results Interpretation:**

The results revealed that product selection by influence by peer group were not dependent on different income group. The consumers' different income group was not influence by peer group in both cities.

• **Gender vs. Peer Group and Product Selection:**

76.3 percent male and 23.8 percent female respondent of Nagpur and 72.3 percent male and 27.8 percent female respondent of Bhopal were represent population.

It was revealed from the above table 4.11 that 30 percent male respondent of Nagpur and 7.5 percent female respondent of Nagpur were influenced by friends, it was 27.3 percent male and 11.3 percent female in Bhopal.

Whereas, 19.8 percent male, 7.5 percent female of Nagpur and 21.5 percent male, 7.8 percent female respondent of Bhopal were influenced by friends for choosing the particular brand for consumption.

Chi-square results of Nagpur ( $\chi^2= 3.488$ ,  $df = 3$ ,  $p=0.322$ ) and ( $\chi^2= 0.287$ ,  $df = 3$ ,  $p=0.962$ ) of Bhopal also revealed that there was not a significant association between gender and product selection by peer group

**Table 4.15: Gender and Peer Group**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Peer group				Total
		Influenced by relatives	Influenced by friends	Influenced by the sellers	Other	
Nagpur	Male	19.8%	30.0%	11.3%	15.3%	76.3%
	Female	7.5%	7.5%	2.8%	6.0%	23.8%
	Total	27.3%	37.5%	14.0%	21.3%	100.0%
Bhopal	Male	21.5%	27.3%	9.3%	14.3%	72.3%
	Female	7.8%	11.3%	3.5%	5.3%	27.8%
	Total	29.3%	38.5%	12.8%	19.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed that product selection by peer group were not dependent on gender. Buying behaviour of different Income scale was equally preferred by male and female consumers, respondent dose not influence by the gender while purchasing.

• **Occupation vs. Peer Group and Product Selection:**

Majority of respondent were doing trade (14 percent in Nagpur and 15.5 percent in Bhopal) in both cities were choosing brand by influence by friends, 8 percent worker from public sector, 9 percent from private jobs, 3 percent from construction and 3.5 percent from manufacturing occupation preferred brand by influence by friends in Nagpur. Whereas 9.5 percent from private jobs, 5.3 percent from construction, 7.5 percent from public service and 1 percent were from manufacturing occupation choosing brand by influence by friends in Bhopal.

Chi-square results of Nagpur ( $\chi^2= 7.004$ ,  $df = 12$ ,  $p=0.857$ ) revealed that there was significant association between occupation level and product selection by peer group.

( $\chi^2= 14.368$ ,  $df = 12$ ,  $p=0.278$ ) of Bhopal revealed that there was not a significant association between occupation level and product selection by peer group.

**Table 4.16: Types of Business of the Respondent and Peer Group**

Name of the city where the respondent lives		Reason for Choosing a particular brand?				Total
		Advertize	Influenced by relatives	Influenced by friends	Influenced by the sellers	
Nagpur	Construction	3.5%	3.0%	1.5%	2.0%	10.0%
	Manufacturing	1.3%	3.5%	.5%	1.5%	6.8%
	Public Service	6.8%	8.0%	3.8%	4.5%	23.0%
	Private service	5.0%	9.0%	3.0%	5.5%	22.5%
	Total	27.3%	37.5%	14.0%	21.3%	100.0%
Bhopal	Construction	4.5%	5.3%	3.5%	4.5%	17.8%
	Manufacturing	9.0%	15.5%	3.8%	6.8%	35.0%
	Public Service	1.3%	1.0%	.8%	1.3%	4.3%
	Private service	8.3%	9.5%	3.3%	4.8%	25.8%
	Total	29.3%	38.5%	12.8%	19.5%	100.0%

**Source:** self-analysis



**Results Interpretation:**

The results revealed that product selection by peer group were not dependent on different level of occupation in Bhopal and Nagpur. Brand preference was not associated by occupational level in both cities.

• **Education vs. Peer Group and Product Selection:**

It was depicted from the table 4.17 that 17.8 percent graduates, 16.5 percent P.G respondents, 1.8 percent respondent having PhD, 0.5 percent secondary educated and 1 percent doctors were influenced by friends for choosing brand in Nagpur. On the other hand 19.3 percent graduates, 14.3 percent P.G. 3 percent PhD, 1.8 percent secondary educated and 0.3 percent M.B.B.S were choosing brand by influenced by friends in Bhopal. Chi-square results of Nagpur ( $\chi^2= 15.486$ ,  $df = 12$ ,  $p=0.216$ ) and ( $\chi^2= 11.927$ ,  $df = 12$ ,  $p=0.448$ ) of Bhopal revealed that there was not a significant association between education level and product selection by peer group.

**Table 4.17: Education Level and Peer Group**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Peer group				Total
		Influenced by relatives	Influenced by friends	Influenced by the sellers	Other	
Nagpur	Primary and Secondary	1.3%	.5%	.3%	1.3%	3.3%
	Graduate	16.5%	17.8%	7.5%	12.3%	54.0%
	PG	8.8%	16.5%	5.8%	6.5%	37.5%
	Doctorate	.8%	1.8%	.5%	.8%	3.8%
	Medical		1.0%		.5%	1.5%
	Total	27.3%	37.5%	14.0%	21.3%	100.0%
Bhopal	Primary and Secondary	1.3%	1.8%	.8%	1.8%	5.5%

Name of the city where the respondent lives		Reason for Choosing a particular brand? Peer group				Total
		Influenced by relatives	Influenced by friends	Influenced by the sellers	Other	
	Graduate	12.3%	19.3%	6.3%	7.8%	45.5%
	PG	13.3%	14.3%	4.8%	9.5%	41.8%
	Doctorate	1.8%	3.0%	.8%	.5%	6.0%
	Medical	.8%	.3%	.3%		1.3%
	Total	29.3%	38.5%	12.8%	19.5%	100.0%

**Source:** self-analysis

### **Results Interpretation:**

The results revealed that product selection by influenced by peer group were not dependent on different level of education in Nagpur and Bhopal. Level of education was not influence respondent's choosing the particular brand in both cities.

- **Religion vs. Peer Group and Product Selection:**

It was revealed from the table 4.18 that 26.6 percent Hindus, 6.3 percent Buddhist, 1.8 percent Janise and 2 percent Muslims were choosing their brand by influence by friends in Nagpur.

Whereas 27.3 percent Hindus, 5 percent Muslims 3.5 percent Janise and 1.8 percent Buddhist were choosing their brand by influence by friends in Bhopal.

On the other hand 15.8 percent Hindus, 4.5 percent Buddhist, 4 percent Janise and 2.8 percent Muslims were choosing their brand by Influenced by relatives in Nagpur.

16.5 percent Hindus, 5.5 percent Muslims, 2 .8 percent Buddhist and 4.3 percent Janise were choosing their brand by Influenced by relatives in Bhopal.

The chi-square results of Nagpur ( $\chi^2= 37.946$ ,  $df = 12$ ,  $p=0.00$ ) revealed that there was association of religion and product selection by peer group. But ( $\chi^2= 17.023$ ,

df = 12, p=0.149) of Bhopal revealed that there was not a significant association between religion and product selection by peer group.

**Table 4.18: Religion and Peer Group**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Peer group				Total
		Influenced by relatives	Influenced by friends	Influenced by the sellers	Other	
Nagpur	Hindu	15.8%	26.3%	9.3%	17.5%	68.8%
	Jain	4.0%	1.8%	.5%	---	6.3%
	Buddha	4.5%	6.3%	3.3%	2.0%	16.0%
	Muslim	2.8%	2.0%	.3%	1.8%	6.8%
	Christen	.3%	1.3%	.8%	---	2.3%
	Total	27.3%	37.5%	14.0%	21.3%	100.0%
Bhopal	Hindu	16.5%	27.3%	7.0%	13.8%	64.5%
	Jain	4.3%	3.5%	2.0%	1.3%	11.0%
	Buddha	2.8%	1.8%	.5%	1.3%	6.3%
	Muslim	5.5%	5.0%	3.3%	3.0%	16.8%
	Christen	.3%	1.0%	---	.3%	1.5%
	Total	29.3%	38.5%	12.8%	19.5%	100.0%

**Source:** self-analysis

**Results Interpretation:**

The results revealed that product selection by influence by friends were dependent on different religion in Nagpur but it was not dependent in Bhopal. Religion in Nagpur was influence respondent’s choosing the particular brand but it was not influence respondent’s choosing the particular brand in Bhopal.

- **House-Hold Size vs. Peer Group and Product Selection:**

It was observed from the table 4.19 that 3-4 member family in Nagpur influenced by their friends by 24.5 percent, 20.8 percent respondent influenced by relatives,

while 14.8 percent were go with other option and 10.8 percent respondent were feel influence of sellers in Nagpur city, whereas 3-4 member family in Bhopal have almost similar preference than Nagpur. 17.8 percent respondent of 3-4 member family were influenced by friends, 14 percent influenced by relative, 9.8 percent were other options and 7.8 percent influenced by seller directly in Bhopal. Chi-square results of Nagpur ( $\chi^2= 5.483$ ,  $df = 6$ ,  $p=0.484$ ) revealed that there was not association of house-hole size and product selection by peer group. But ( $\chi^2= 27.724$ ,  $df = 6$ ,  $p=0.000$ ) of Bhopal revealed that there was a significant association between house-hole size and product selection by peer group.

**Table 4.19: House-Hold Size and Peer Group**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Peer group				Total
		Influenced by relatives	Influenced by friends	Influenced by the sellers	Other	
Nagpur	1-2 members	6.3%	11.8%	3.0%	6.0%	27.0%
	3-4 members	20.8%	24.5%	10.8%	14.8%	70.8%
	5 + members	.3%	1.3%	.3%	.5%	2.3%
	Total	27.3%	37.5%	14.0%	21.3%	100.0%
Bhopal	1-2 members	14.8%	20.3%	3.5%	9.8%	48.3%
	3-4 members	14.0%	17.8%	7.8%	9.8%	49.3%
	5 + members	.5%	.5%	1.5%	----	2.5%
	Total	29.3%	38.5%	12.8%	19.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed that product selection by influence peer group was not dependent on different house-hole size in Nagpur but it was dependent in Bhopal. House-hole size in Bhopal was influence respondent's choosing the particular brand. To test our hypothesis MANOVA was applied.

H<sub>0</sub> Demonstration effect is not one of the dominant factors in changing consumption pattern

**H<sub>1</sub> Demonstration effect is one of the dominant factors in changing consumption pattern**

**Table 4.20: Multivariate Tests House-Hold Size & Peer Group**

Effect		Value	F	Hypothesis df	Error df	Sig
Reason Brand2	Pillai's Trace	.042	1.607	21.000	2376.000	.040
	Wilks' Lambda	.958	1.607	21.000	2269.004	.040
	Hotelling's Trace	.043	1.607	21.000	2366.00	.040
	Roy's Largest Root	.024	2.760 <sup>b</sup>	7.000	792.000	.008
a. Exact statistic						
b. The statistics is an upper bound on F that yield a lower bound on the significance level						
c. Design. Intercept + Reason.Brand2						

The multivariate results are shown in the table above. The results for group indicate that there is a significant difference between the groups, although the value of Wilks' Lambda indicates that only about  $(1 - .958) * 100 = 4.2\%$  of the variance of the dependent variables is accounted for by the differences between groups. (Highlighted by Bold)

**Table 4.21: MANOVA of All Variables**

Dependent Variable	F	Sig.
Age	.776	.507
Level of Income	.598	.617
Gender	.325	.807
Occupation	.294	.830
Education	1.298	.274
<b>Religion</b>	<b>3.131</b>	<b>.025</b>

<b>Dependent Variable</b>	<b>F</b>	<b>Sig.</b>
<b>House hold size</b>	<b>4.887</b>	<b>.002</b>
a. Peer group is an independent factor		

The significance level of our model on various expenses could understand by F value= .05. The F Value of Religion and House-hold size was significant. We can conclude that influence of peer group was associated with religion and house-hold size.

**Results Interpretation:** The results revealed that influence of peer group was not very effective on consumption behaviour of respondents; it was effective only on variable of religion and house-hold size. **Consumer’s imitated consumption pattern of their peer group conditionally, either by house-hold size or by the same religion.**

The reason behind this fact may be social communication; generally people develop their social contacts with the people belongs to the same religion or same occupation. These social contacts become their peer groups and they try to imitate them by following their consumption behaviour.

#### **4.6 Referring Survey and Product Selection:**

Referring survey for shopping and review comment was frequently used by young consumers now days. Opinion leaders are people with expertise in certain areas. Consumers respect these people and often ask their opinions before they buy goods and services. An information technology (IT) specialist with a great deal of knowledge about computer brands is an example.

These people’s purchases often lie at the forefront of leading trends. The IT specialist is probably a person who has the latest and greatest tech products, and his opinion of them is likely to carry more weight with you than any sort of advertisement. Today’s companies are using different techniques to reach opinion leaders. Network analysis using special software is one way of doing so. Orgnet.com has developed software for this purpose.

Orgnet’s software doesn’t mine sites like Face book and LinkedIn. Now a day’s not only young populations of India but middle age people were also using social media widely, this impacts more on their consumption behaviour than earlier.

To give more insight to the research and have an insider's view of how the consumption pattern influencing factors behind the reason that could translate the footfalls into purchase decisions, we selected two statements concentrating opinion were first: Positive reports and feedback of the experts' 24.8 percent and second Positive remarks seen in the websites 32.8 percent and other source were 42.5 percent.

- **Age vs. Referring Survey and Product Selection:**

It was depicted from the table that 25.3 percent respondent in Nagpur were influenced by Positive reports and feedback of the experts while choosing the product, 26 percent respondent were referring Positive remarks seen in the websites and 24.3 percent respondent were influenced by other sources.

**Table 4.22: Age and Referring Survey**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Referring survey			
		Positive reports and feedback of the experts	Positive remarks seen in the websites	Other	Total
Nagpur	20 to 30	4.3%	6.5%	8.3%	19.0%
	31 to 40	6.0%	5.3%	12.5%	23.8%
	41 to 50	7.5%	8.3%	11.8%	27.5%
	More than 51	7.5%	10.0%	12.3%	29.8%
	Total	25.3%	30.0%	44.8%	100.0%
Bhopal	20 to 30	6.3%	11.8%	10.3%	28.3%
	31 to 40	7.8%	8.0%	9.0%	24.8%
	41 to	5.5%	7.8%	11.8%	25.0%

Name of the city where the respondent lives		Reason for Choosing a particular brand? Referring survey			
		Positive reports and feedback of the experts	Positive remarks seen in the websites	Other	Total
	50				
	More than 51	4.8%	8.0%	9.3%	22.0%
	Total	24.3%	35.5%	40.3%	100.0%

**Source:** self-analysis

This trend was almost similar in Bhopal 49 percent respondent were influenced by Positive reports and feedback of the experts whereas 35.5 percent respondent were decided Positive remarks seen in the websites and 40.3 percent respondent were watching other source.

Chi-square results of Nagpur ( $\chi^2= 5.158$ ,  $df = 6$ ,  $p=0.524$ ) and ( $\chi^2= 6.780$ ,  $df = 6$ ,  $p=0.342$ ) of Bhopal also revealed that there was not a significant association between age and product selection by referring survey.

**Results Interpretation:** The results revealed that product selection by referring survey were not dependent on different age group. Choosing other sources for purchasing a particular brand was preferred by respondent, we can say that there must be inaccessibility of IT services or illiteracy of IT services among the respondents of two cities

- **Income vs. Referring Survey and Product Selection:**

It was revealed from the table 4.23 that majority of 30.5 percent respondent of 20001-40000 income group influenced by other sources, 19.3 percent respondent were referring Positive remarks seen in the websites whereas 16.3 percent preferred Positive reports and feedback of the experts in Nagpur the same trend has been observed in Bhopal, where 26.3 percent respondent of 20001-40000 income group were preferred other sources, 23.8 percent respondent were opt Positive remarks seen in the websites and 17.3 percent were seeking Positive reports and feedback of the experts.



**Table 4.23: Level of Income and Referring Survey**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Referring survey			
		Positive reports and feedback of the experts	Positive remarks seen in the websites	Other	Total
Nagpur	Upto 20000	2.3%	4.0%	4.3%	10.5%
	20001 to 40000	16.3%	19.3%	30.5%	66.0%
	Above 40000	6.8%	6.8%	10.0%	23.5%
	Total	25.3%	30.0%	44.8%	100.0%
Bhopal	Upto 20000	5.0%	7.3%	10.0%	22.3%
	20001 to 40000	17.3%	23.8%	26.3%	67.3%
	Above 40000	2.0%	4.5%	4.0%	10.5%
	Total	24.3%	35.5%	40.3%	100.0%

**Source:** self-analysis

Chi-square results of Nagpur ( $\chi^2= 2.162$ ,  $df = 4$ ,  $p=0.706$ ) and ( $\chi^2= 2.293$ ,  $df = 4$ ,  $p=0.682$ ) of Bhopal also revealed that there was not a significant association between income and product selection by referring survey.

**Results Interpretation:** The results revealed that product selection by referring survey were not dependent on different income groups in both cities. Choosing a particular brand was not influenced by level of Income.

- **Gender vs. Referring Survey and Product Selection:**

From the above table 4.24 it was observed that 33.8 percent male respondent of Nagpur and 11 percent female respondent of Nagpur were influenced by other

sources, 22.8 percent male and 7.3 percent female respondent were looking for Positive remarks seen in the websites and 19.8 percent male with 5.5 percent female respondent were preferred Positive reports and feedback of the experts for choosing a particular brand.

Whereas, 28.3 percent male and 12 percent female respondent of Bhopal were preferring other sources, 27 percent male and 8.5 percent female respondent preferred Positive remarks seen in the websites and 17 percent male and 7.3 percent female respondent were go with Positive reports and feedback of the experts for choosing the particular brand for consumption.

Chi-square results of Nagpur ( $\chi^2= 0.296$ ,  $df = 2$ ,  $p=0.863$ ) and ( $\chi^2= 1.591$ ,  $df = 2$ ,  $p=0.451$ ) of Bhopal also revealed that there was not a significant association between gender and product selection by referring survey.

**Table 4.24: Gender of the Respondent and Referring Survey**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Referring survey			
		Positive reports and feedback of the experts	Positive remarks seen in the websites	Other	Total
Nagpur	Male	19.8%	22.8%	33.8%	76.3%
	Female	5.5%	7.3%	11.0%	23.8%
	Total	25.3%	30.0%	44.8%	100.0%
Bhopal	Male	17.0%	27.0%	28.3%	72.3%
	Female	7.3%	8.5%	12.0%	27.8%
	Total	24.3%	35.5%	40.3%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed that product selection by referring survey were not dependent on gender.

Buying behaviour of different items was equally influenced by male and female consumers, respondent dose not influence by the gender while purchasing.

• **Occupation vs. Referring Survey and Product Selection:**

Majority of respondent were engaged in trade (37.8 percent in Nagpur and 35 percent in Bhopal) in both cities. 19.3 percent of trade workers in Nagpur and 15 percent in Bhopal were choosing brand by referring other sources, Positive remarks seen in the websites preferred as second option in both cities, whereas Positive reports and feedback of the experts opinion preferred as last option.

Chi-square results of Nagpur ( $\chi^2= 12.926$ ,  $df = 8$ ,  $p=0.114$ ) revealed that there was significant association between occupation level and product selection by advertisement. ( $\chi^2= 9.422$ ,  $df = 8$ ,  $p=0.308$ ) of Bhopal revealed that there was not a significant association between occupation level and product selection by referring survey.

**Table 4.25 Occupation and Referring Survey**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Referring survey			
		Positive reports and feedback of the experts	Positive remarks seen in the websites	Other	Total
Nagpur	Construction	1.8%	3.5%	4.8%	10.0%
	Trade	10.3%	8.3%	19.3%	37.8%
	Manufacturing	1.3%	2.5%	3.0%	6.8%
	Public Service	5.3%	9.3%	8.5%	23.0%
	Private service	6.8%	6.5%	9.3%	22.5%
	Total	25.3%	30.0%	44.8%	100.0%
Bhopal	Construction	4.8%	6.0%	7.0%	17.8%
	Trade	7.0%	13.0%	15.0%	35.0%
	Manufacturing	2.0%	1.0%	1.3%	4.3%
	Public Service	3.5%	7.5%	6.3%	17.3%
	Private service	7.0%	8.0%	10.8%	25.8%
	Total	24.3%	35.5%	40.3%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed that product selection by referring survey was not dependent on different level of occupation in Nagpur and Bhopal.

• **Education vs. Referring Survey and Product Selection:**

It was observed from the table 4.26 that 26.3 percent graduates, 14.8 percent respondent completed P.G. 2.8 percent secondary educated, 0.8 percent was having PhD degree and 0.3 percent M.B.B.S preferred other source for choosing a particular brand in Nagpur. Whereas 14.5 percent graduates, 12.5 percent with P.G. degree, 1.8 percent M.B.B.S was preferred Positive. It was shows that chi-square results of Nagpur ( $\chi^2= 19.386a$ ,  $df = 8$ ,  $p=0.013$ ) revealed that level of education have significant association with product selection and referring survey, and ( $\chi^2= 6.662b$ ,  $df = 8$ ,  $p=0.574$ ) of Bhopal revealed that there was not a significant association between education level and product selection by referring survey.

**Table 4.26: Education Level and Referring Survey**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Referring survey			
		Positive reports and feedback of the experts	Positive remarks seen in the websites	Other	Total
Nagpur	Primary and Secondary	.3%	.3%	2.8%	3.3%
	Graduate	13.3%	14.5%	26.3%	54.0%
	PG	10.3%	12.5%	14.8%	37.5%
	Doctorate	1.3%	1.8%	.8%	3.8%
	Medical	.3%	1.0%	.3%	1.5%
	Total	25.3%	30.0%	44.8%	100.0%
Bhopal	Primary and Secondary	.8%	2.8%	2.0%	5.5%
	Graduate	11.8%	16.3%	17.5%	45.5%

Name of the city where the respondent lives		Reason for Choosing a particular brand? Referring survey			
		Positive reports and feedback of the experts	Positive remarks seen in the websites	Other	Total
	PG	10.3%	13.0%	18.5%	41.8%
	Doctorate	1.3%	3.0%	1.8%	6.0%
	Medical	.3%	.5%	.5%	1.3%
	Total	24.3%	35.5%	40.3%	100.0%

**Source:** self-analysis

The remarks seen in the websites and 13.3 percent graduate respondents, 10.3 percent P. G. respondent were opt Positive reports and feedback of the experts option in Nagpur.

Positive reports and feedback of the experts option was prefers by 11.8 percent graduates, 10.3 percent P.G. scholars and 1.3 percent PhD holders in Bhopal.

**Results Interpretation:** The results revealed that product selection by referring survey and level of education was dependent in Nagpur.

Educated people were referred survey reports while shopping their product.

Level of education was not influence respondent's choosing the particular brand in Bhopal city. The reason behind this pattern may be IT literacy of people of Nagpur.

• **Religion vs. Referring Survey and Product Selection:**

It was revealed from the table 4.27 that 33.8 percent Hindus, 5.8 percent Buddhist, 4.3 percent Muslims and 0.8 percent Christen respondents were choosing their brand by other sources in Nagpur.

Whereas 28.3 percent Hindus, 7.5 percent Muslims, 2.5 percent Janise, 1 percent Buddhist were choosing their brand by other sources in Bhopal.

**Table 4.27: Religion and Referring Survey**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Referring survey			
		Positive reports and feedback of the experts	Positive remarks seen in the websites	Other	Total
Nagpur	Hindu	17.3%	17.8%	33.8%	68.8%
	Jain	2.0%	4.0%	.3%	6.3%
	Buddha	4.3%	6.0%	5.8%	16.0%
	Muslim	1.0%	1.5%	4.3%	6.8%
	Christen	.8%	.8%	.8%	2.3%
	Total	25.3%	30.0%	44.8%	100.0%
Bhopal	Hindu	12.8%	23.5%	28.3%	64.5%
	Jain	4.5%	4.0%	2.5%	11.0%
	Buddha	2.8%	2.5%	1.0%	6.3%
	Muslim	3.8%	5.5%	7.5%	16.8%
	Christen	.5%		1.0%	1.5%
	Total	24.3%	35.5%	40.3%	100.0%

**Source:** self-analysis

On the other hand 17.8 percent Hindus, 6 percent Buddhist, 4 percent Janise and 1.5 percent Muslims were choosing their brand by Positive remarks seen in the websites in Nagpur. 23.5 percent Hindus, 5.5 percent Muslims, 2.5 percent Buddhist and 4 percent Janise were choosing their brand by Positive remarks seen in the websites. Chi-square results of Nagpur ( $\chi^2= 28.718$ ,  $df = 8$ ,  $p=0.000$ ) revealed that there was association of religion and product selection by referring survey and ( $\chi^2= 23.171$ ,  $df = 8$ ,  $p=0.003$ ) of Bhopal revealed that there was a significant association between religion and product selection by referring survey.

**Results Interpretation:**

The results revealed that product selection by referring survey was associated with religion in Nagpur and Bhopal. Religion has great influence on respondent's choosing the particular brand in both cities.

• **House-Hold Size vs. Referring Survey and Product Selection:**

It was observed from the table 4.28 that majority of 3-4 member family in Nagpur preferred 12.8 percent other option, Positive remarks seen in the websites were liked by 10 percent respondents and 4.3 percent respondent were likes Positive reports and feedback of the experts in Nagpur,

whereas 20.5 percent respondent of 3-4 member family were preferred other option most then 18.8 percent they like Positive remarks seen in the websites and 10.5 percent were preferred Positive reports and feedback of the experts option in Bhopal.

**Table 4.28: House-Holds Size and Referring Survey**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Referring survey			
		Positive reports and feedback of the experts	Positive remarks seen in the websites	Other	Total
Nagpur	1-2 members	4.3%	10.0%	12.8%	27.0%
	3-4 members	20.5%	19.5%	30.8%	70.8%
	5 + members	.5%	.5%	1.3%	2.3%
	Total	25.3%	30.0%	44.8%	100.0%
Bhopal	1-2 members	10.5%	18.8%	19.0%	48.3%
	3-4 members	13.5%	15.3%	20.5%	49.3%
	5 + members	.3%	1.5%	.8%	2.5%
	Total	24.3%	35.5%	40.3%	100.0%

**Source:** self-analysis

Chi-square results of Nagpur ( $\chi^2= 8.468$ ,  $df = 4$ ,  $p=0.076$ ) revealed that there was not any association of House-hold size and product selection by referring survey and ( $\chi^2= 5.978$ ,  $df = 4$   $p=0.201$ ) of Bhopal revealed that there was not significant association between House-hold size and product selection by referring survey.

**Results Interpretation:** The results revealed that product selection by referring survey was not dependent on House-hold size in Nagpur and Bhopal. House-hold size was not any influence on respondent's choosing the particular brand in both cities.

#### **4.7 Other Sources and Product Selection:**

Indian consumer buying behaviour is influenced by freebies. Freebies are consumer products given free of charge as gifts to purchases of selected products above a certain value. TVs, washing machines, refrigerators, and readymade clothes are some of the product categories in which freebies are given to Indian consumers. Freebies generally comprise tooth paste, soaps, detergent, cooking oil etc.

To investigate insider view of other sources we have collected data for four opinion, such as: Occasional schemes and offers given by the brand 31.4 percent, Good advertisement and publicity given to that brand 28.5 percent, Good reports given by experts for that particular brand 12.9 percent and other 27.3 percent preferred opinion among respondent of both cities.

#### **Age vs. Other Sources and Product Selection:**

It was observed from the table 4.29 that 10.5 percent respondent of more than 51 years age group, 8.5 percent respondent of 41-50 years age category, 6.5 percent were from 31-40 years age group and 6 percent 20-30 years respondent of Nagpur city were preferred Good advertisement and publicity given to that brand and 10.3 percent more than 51 years age group, 8.5 percent 31-40 years category, 6.5 percent 41-50 years group and 5.8 percent 20-30years age group were opt Good reports given by experts for that particular brand option in Nagpur.

While 8.3percentr respondent of 20-30years age, 8.8 percent respondent of 41-50 years age group, 7.5 percent more than 51 years and 6.8 percent 31-40 years age group respondent were opt Occasional schemes and offers given by the brand in Bhopal.



Chi-square results of Nagpur ( $\chi^2= 9.385$ ,  $df = 9$ ,  $p=0.403$ ) revealed that there was not association of age and product selection by other sources and

( $\chi^2= 6.399$ ,  $df = 9$ ,  $p=0.699$ ) of Bhopal revealed that there was not a significant association between age and product selection by other sources.

**Table 4.29: Age and other Source**

Name of the city where the respondent lives		Reason for Choosing a particular brand? other source				
		Good advertisement and publicity given to that brand	Good reports given by experts for that particular brand	Occasional schemes and offers given by the brand	Other	Total
Nagpur	20 to 30	6.0%	1.8%	5.8%	5.5%	19.0%
	31 to 40	6.5%	1.8%	7.0%	8.5%	23.8%
	41 to 50	8.5%	4.0%	8.5%	6.5%	27.5%
	More than 51	10.5%	2.3%	10.3%	6.8%	29.8%
	Total	31.5%	9.8%	31.5%	27.3%	100.0%
Bhopal	20 to 30	7.8%	3.5%	8.3%	8.8%	28.3%
	31 to 40	7.3%	4.0%	6.8%	6.8%	24.8%
	41 to 50	6.3%	4.0%	8.8%	6.0%	25.0%
	More than 51	4.3%	4.5%	7.5%	5.8%	22.0%
	Total	25.5%	16.0%	31.3%	27.3%	100.0%

**Source:** self-analysis

**Results Interpretation:**

The results revealed that product selection by other sources was not dependent on different age group in Nagpur and Bhopal. Age was not any influence on respondent’s choice of the particular brand in both cities.

• **Income vs. Other Sources and Product Selection:**

The table 4.30 depicted that 20001-40000 income group in Nagpur were preferred most other option by 20.8 percent ,Good advertisement and publicity given to that brand by 20.5 percent , 17.8 percent they preferred Occasional schemes and offers given by the brand and by 7 percent they chooses Good reports given by experts for that particular brand.

Whereas it was little bit different in Bhopal 21.8 percent they preferred Occasional schemes and offers given by the brand than 19.3 percent other sources, 17 percent respondent of 20001-40000 income group go with Good advertisement and publicity given to that brand and 9.3 percent like Good reports given by experts for that particular brand in Bhopal.

Chi-square results of Nagpur ( $\chi^2= 15.970$ ,  $df = 6$ ,  $p=0.014$ ) revealed that there was significant association of Income and product selection by other sources and ( $\chi^2= 7.875$ ,  $df = 6$ ,  $p=0.247$ ) of Bhopal revealed that there was not a significant association between Income and product selection by other sources.

**Table 4.30: Income and other Source**

Name of the city where the respondent lives		Reason for Choosing a particular brand? other source				
		Good advertisement and publicity given to that brand	Good reports given by experts for that particular brand	Occasional schemes and offers given by the brand	Other	Total
Nagpur	Upto 20000	2.3%	.8%	5.5%	2.0%	10.5%
	20001 to	20.5%	7.0%	17.8%	20.8%	66.0%

Name of the city where the respondent lives		Reason for Choosing a particular brand? other source				
		Good advertisement and publicity given to that brand	Good reports given by experts for that particular brand	Occasional schemes and offers given by the brand	Other	Total
	40000					
	Above 40000	8.8%	2.0%	8.3%	4.5%	23.5%
	Total	31.5%	9.8%	31.5%	27.3%	100.0%
Bhopal	Upto 20000	6.8%	4.0%	5.8%	5.8%	22.3%
	20001 to 40000	17.0%	9.3%	21.8%	19.3%	67.3%
	Above 40000	1.8%	2.8%	3.8%	2.3%	10.5%
	Total	25.5%	16.0%	31.3%	27.3%	100.0%

**Source:** self-analysis

### Results Interpretation:

The results revealed that product selection by other sources was dependent on different Income group in Nagpur and it was different in Bhopal. Income was not any influence on respondent's choosing the particular brand in Bhopal.

- **Gender vs. Other Sources and Product Selection:**

It was found from table 4.31 that 25 percent male respondent in Nagpur preferred Occasional schemes and offers given by the brand but 8.5 female respondents were preferred other sources as first preference in Nagpur. Whereas in Bhopal male (24 percent respondent chooses Occasional schemes and offers given by the brand and female respondent (8.8 percent) were go with other sources. Male and female respondent having similar preferences in both cities but male and female respondent have different opinions in same cities.

Chi-square results of Nagpur ( $\chi^2= 4.610$ ,  $df = 3$ ,  $p=0.203$ ) revealed that there was not significant association of Gender and product selection by other sources and ( $\chi^2= 14.730$ ,  $df = 3$ ,  $p=0.002$ ) of Bhopal revealed that there was a significant association between Gender and product selection by other sources.

**Table 4.31: Gender and other Source**

Name of the city where the respondent lives		Reason for Choosing a particular brand? other source				Total
		Good advertisement and publicity given to that brand	Good reports given by experts for that particular brand	Occasional schemes and offers given by the brand	Other	
Nagpur	Male	24.8%	7.8%	25.0%	18.8%	76.3%
	Female	6.8%	2.0%	6.5%	8.5%	23.8%
	Total	31.5%	9.8%	31.5%	27.3%	100.0%
Bhopal	Male	20.8%	9.0%	24.0%	18.5%	72.3%
	Female	4.8%	7.0%	7.3%	8.8%	27.8%
	Total	25.5%	16.0%	31.3%	27.3%	100.0%

**Source:** self-analysis

**Results Interpretation:**

The results revealed that product selection by other sources was not dependent on gender in Nagpur but it was different in Bhopal. Gender was a significant influence on respondent’s choosing the particular brand in Bhopal.

- **Occupation vs. Other Sources and Product Selection:**

It was observed from the table 4.32 that respondent engaged in trade were like Good advertisement and publicity given to that brand and Occasional schemes and offers given by the brand options at same percentage 11.8 in Nagpur, they preferred other sources by 10.3 percent and 4 percent Good reports given by experts for that particular brand.

There was a slight change in behaviour in Bhopal city. Respondent engaged in trade preferred Occasional schemes and offers given by the brand by 11.5 percent and 10 percent they like Good advertisement and publicity given to that brand, 8.8 percent they choose other options and Good reports given by experts for that particular brand they like by 4.8 percent in Bhopal.

Chi-square results of Nagpur ( $\chi^2= 6.509$ ,  $df = 12$ ,  $p=0.888$ ) revealed that there was not significant association of occupation and product selection by other sources and ( $\chi^2= 6.923$ ,  $df = 12$ ,  $p=0.863$ ) of Bhopal revealed that there was not any significant association between occupation and product selection by other sources.

**Table 4.32: Occupation and other source**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Referring survey				
		Good advertisement and publicity given to that brand	Good reports given by experts for that particular brand	Occasional schemes and offers given by the brand	Other	Total
Nagpur	Construction	3.0%	1.5%	2.8%	2.8%	10.0%
	Trade	11.8%	4.0%	11.8%	10.3%	37.8%
	Manufacturing	2.3%	.5%	2.5%	1.5%	6.8%
	Public Service	8.0%	2.3%	7.8%	5.0%	23.0%
	Private service	6.5%	1.5%	6.8%	7.8%	22.5%
	Total	31.5%	9.8%	31.5%	27.3%	100.0%
Bhopal	Construction	4.5%	3.8%	4.3%	5.3%	17.8%
	Trade	10.0%	4.8%	11.5%	8.8%	35.0%
	Manufacturing	1.0%	.5%	1.8%	1.0%	4.3%
	Public Service	4.8%	2.3%	5.3%	5.0%	17.3%
	Private service	5.3%	4.8%	8.5%	7.3%	25.8%
	Total	25.5%	16.0%	31.3%	27.3%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed that product selection by other sources was not dependent on occupation level in Nagpur and Bhopal. Respondent chooses product by their liking not by division of occupation level.

• **Education vs. Other Sources and Product Selection:**

Majority of the respondent of both cities were graduates in both cities. 18 percent respondent of qualifying graduation degree were preferred Occasional schemes and offers given by the brand by 18 percent and 15.5 percent they like other sources, 15.3 percent graduates were like Good advertisement and publicity given to that brand and 5.3 percent preferred Good reports given by experts for that particular brand in Nagpur, whereas similar trends were observed in Bhopal also. 15 percent graduate respondents were like Occasional schemes and offers given by the brand, 12 percent preferred Good advertisement and publicity given to that brand, 10.3 percent like other sources and 8.3 percent were preferred Good reports given by experts for that particular brand.

Chi-square results of Nagpur ( $\chi^2= 11.675$ ,  $df = 12$ ,  $p=0.472$ ) revealed that there was not significant association of Education and product selection by other sources and ( $\chi^2= 10.530$ ,  $df = 12$ ,  $p=0.570$ ) of Bhopal revealed that there was not any significant association between Education and product selection by other sources.

**Table 4.33: Education and other Source**

Name of the city where the respondent lives		Reason for Choosing a particular brand? Referring survey				
		Good advertisement and publicity given to that brand	Good reports given by experts for that particular brand	Occasional schemes and offers given by the brand	Other	Total
Nagpur	Primary and Secondary	.5%	-----	1.3%	1.5%	3.3%
	Graduate	15.3%	5.3%	18.0%	15.5%	54.0%
	PG	13.5%	4.0%	10.8%	9.3%	37.5%
	Doctorate	1.8%	.3%	.8%	1.0%	3.8%
	Medical	.5%	.3%	.8%		1.5%

Name of the city where the respondent lives		Reason for Choosing a particular brand? Referring survey				
		Good advertisement and publicity given to that brand	Good reports given by experts for that particular brand	Occasional schemes and offers given by the brand	Other	Total
	Total	31.5%	9.8%	31.5%	27.3%	100.0%
Bhopal	Primary and Secondary	.8%	.8%	2.5%	1.5%	5.5%
	Graduate	12.0%	8.3%	15.0%	10.3%	45.5%
	PG	11.0%	6.0%	11.5%	13.3%	41.8%
	Doctorate	1.3%	.8%	1.8%	2.3%	6.0%
	Medical	.5%	.3%	.5%		1.3%
	Total	25.5%	16.0%	31.3%	27.3%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that product selection by other sources was not dependent on education level in Nagpur and Bhopal.

Respondent chooses product by their liking not by division of education level.

- **Religion vs. Other Sources and Product Selection:**

It was revealed from the table 4.34 that major respondent belongs to Hindu religion in both cities. 22.5 percent Hindus' were preferred Good advertisement and publicity given to that brand while 21.5 percent were like other sources, 18.3 percent were opt Occasional schemes and offers given by the brand option and 6.5 percent were like Good reports given by experts for that particular brand in Nagpur whereas Bhopal have different preference trend in this city.

21.3 percent respondent of Hindu religion were like other sources, 19.5 percent were preferred Occasional schemes and offers given by the brand, 15 percent were like Good advertisement and publicity given to that brand and 8.8 percent were opt Good reports given by experts for that particular brand opinion in Bhopal.

**Table 4.34: Religion and other Source**

Name of the city where the respondent lives		Reason for Choosing a particular brand? other source				
		Good advertisement and publicity given to that brand	Good reports given by experts for that particular brand	Occasional schemes and offers given by the brand	Other	Total
Nagpur	Hindu	22.5%	6.5%	18.3%	21.5%	68.8%
	Jain	3.0%	.8%	2.5%		6.3%
	Buddha	4.8%	2.0%	7.0%	2.3%	16.0%
	Muslim	.8%		2.5%	3.5%	6.8%
	Christen	.5%	.5%	1.3%		2.3%
	Total	31.5%	9.8%	31.5%	27.3%	100.0%
Bhopal	Hindu	15.0%	8.8%	19.5%	21.3%	64.5%
	Jain	5.0%	3.8%	1.3%	1.0%	11.0%
	Buddha	1.5%	.3%	4.5%		6.3%
	Muslim	3.5%	3.0%	5.8%	4.5%	16.8%
	Christen	.5%	.3%	.3%	.5%	1.5%
	Total	25.5%	16.0%	31.3%	27.3%	100.0%

**Source:** self-analysis

Chi-square results of Nagpur ( $\chi^2= 39.548$ ,  $df = 12$ ,  $p=0.000$ ) revealed that there was a significant association of Religion and product selection by other sources and ( $\chi^2= 55.307$ ,  $df = 12$ ,  $p=0.000$ ) of Bhopal revealed that there was a significant association between religion and product selection by other sources.

**Results Interpretation:** The results revealed from the above finding that product selection by other sources was dependent on religion in Nagpur and Bhopal.

Respondent chooses product by other sources influenced strongly by religious level.



• **House-Hold Size vs. Other Sources and Product Selection:**

It was observed from the above table 4.35 that 22.8 percent respondent having 3-4 member family were preferred Good advertisement and publicity given to that brand, 22.5 percent were like Occasional schemes and offers given by the brand, 18.3 percent they like other sources and 7.3 percent respondent were like Good reports given by experts for that particular brand in Nagpur whereas 13.8 percent respondent were preferred Occasional schemes and offers given by the brand, 12.8 percent like.

Good advertisement and publicity given to that brand and 13 percent were go with other chooses while 9.8 percent were opt Good reports given by experts for that particular brand opinion in Bhopal.

**Table 4.35: House-Hold Size and other Source**

Name of the city where the respondent lives		Reason for Choosing a particular brand? other source				
		Good advertisement and publicity given to that brand	Good reports given by experts for that particular brand	Occasional schemes and offers given by the brand	Other	Total
Nagpur	1-2 members	8.8%	2.3%	7.5%	8.5%	27.0%
	3-4 members	22.8%	7.3%	22.5%	18.3%	70.8%
	5 + members	---	.3%	1.5%	.5%	2.3%
	Total	31.5%	9.8%	31.5%	27.3%	100.0%
Bhopal	1-2 members	12.3%	5.8%	16.0%	14.3%	48.3%
	3-4 members	12.8%	9.8%	13.8%	13.0%	49.3%
	5 + members	.5%	.5%	1.5%	---	2.5%
	Total	25.5%	16.0%	31.3%	27.3%	100.0%

**Source:** self-analysis

Chi-square results of Nagpur ( $\chi^2= 8.243$ ,  $df = 6$ ,  $p=0.221$ ) revealed that there was not significant association of House-hold size and product selection by other sources and ( $\chi^2= 10.734$ ,  $df = 6$ ,  $p=0.097$ ) of Bhopal revealed that there was not significant association between House-hold size and product selection by other sources.

**Results Interpretation:** The results revealed from the above finding that product selection by other sources was not dependent on House-hold size in Nagpur and Bhopal. Number of family members does not affect while choosing a particular brand.

## **Section II:**

### **4.8 Effect of Malls on Consumption Behaviour of Both Cities:**

The retailing sector in India has undergone significant transformation in the past 10 years. Retailing is gradually inching its way towards becoming the next boom industry. Organized retailing is changing the whole concept of shopping in terms of consumer buying behaviour.

Shopping today is much more than just buying – it is an experience itself. The retailing business in India has witnessed huge growth due to emergence of supermarkets as well as centrally air-conditioned malls. Consumers are the major beneficiaries of the retail boom. The Indian consumer is changing rapidly. They now have a choice of wide range of products, quality, variety and prices. Consumer are now showing preference for shopping malls, which enable them to shop variety of products' under one roof and offer shopping experience in term of ambiance and entertainment.

Many developed and developing countries (like USA, Japan, Brazil, China etc) have already witnessed the noteworthy mall culture which has redefined “Retail”. The emergence of malls, as an important and significant destination for shopping, recreation and socialization has turned the face of the retail industry in India.

The last decade has witnessed dynamism in Indian retail sector. Various urban areas have been at the center of attraction with emergence of different kinds of organized retail formats gaining momentum.

It is largely due to rising income, increasing purchasing power, credit facilities, changing pattern of consumer behaviour and increased consumer awareness. Malls are fast becoming a place for socializing and recreation (apart from shopping), and customers have set high expectations from the malls. They see malls as a one stop destination for various purposes like dining, watching movies, hanging out, meeting new/ old friends and shopping. Hence, mall managers should understand that malls have become something more than a place to buy products and they should transform the malls that would offer energetic and vibrant stores with attractive product merchandises, scores of entertainment bundled with modern, more sophisticated atmospherics and facilities, necessary to lure the target customers. Malls are called gigantic concrete amusement parks for the middle class in metros.

In 2001, there were just three shopping malls in India, by 2017, that figure is expected to grow to 500. Malls are the optimum in organized retailing. They combine together product, service and entertainment. According to statistics, the country has five million retail outlets of all sizes and styles.

In 2000 global management consultancy A.T Kearney released statistics that put a figure of Rs.400, 000 crore, with a projected annual increase of 20 per cent on the retail industry. The malls have revolutionized the concept of retailing and they pose a serious competition to their conventional counterparts in terms of service, ambience, price, access to the brands etc.

Furthermore they have created a niche in the minds of consumers through a perception of innovation, style and status.

The mall culture has changed the consumer preference behaviour to a great extent. Before the mall culture, the Indian middle class consumer used to behave conservatively and purchased the product that was required because visual merchandising was absent.

But 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. In a study on the shopping behaviours of the young generations, it was found that teens are almost 20 times more likely to choose (Carpenter and Moore, 2005) to go to a mall with many experiential characteristics (skateboard and theme parks, cultural and live music events, theatres, etc.) than to go to the typical status quo mall with a movie theatre and a food court.

While entertainment (e.g. movies, watching a live performance) and escapist (skateboard park, sports activities) experiences were most preferred, the most engaging experiences would no doubt encompass aspects from

All four of the experience realms: escapist, entertainment, aesthetic and educational (Pineand Gilmore, 1999).

Cities of India like Delhi, Mumbai, and Bangalore etc have received colossal economic and social contributions from these malls making them one of the most prominent cities not only in India but around the globe as well.

Even, Nagpur and Bhopal is now eye witnessing the same phenomenon, therefore, the main aim is to investigate the consumer behaviour towards these shopping malls, with special reference to Nagpur and Bhopal city.

#### **A. Mall in Nagpur Till 2013:**

##### **Functioning:**

- a. Poonam Mall, Wardhaman nagar (INOX)
- b. Eternity Mall, Variety Square (CINEMAX)
- c. Jaswant Tuli Mall, Indora, Kamptee Road (INOX)
- d. Sangam Adlabs, Reshimbag (ADLABS)
- e. Piramyd, WHC Road (changed to Indiabulls)
- f. Landmark, Ramdaspath
- g. Apna Bazar, Buldi
- h. Buty Palace, Buldi
- i. Empress Mall and Empress Central, Empress City
- j. Big Bazaar, Dhantoli
- k. Punit Super Bazar, Dharampeth
- l. Store One Retail, Dharampeth
- m. 13.Store One Retail I Ltd, Dharampeth
- n. Rcm Shoppe, Ramtek,

##### **B. Under Construction:**

- Poonam Mall, VIP Road
- .Poonam Mall, Khamla Sq.
- Rachana Lotus, WHC Road

**Upcoming:**

- a. \*NIT\*, Danaganj -- work started
- b. \*NIT\*, Wardha Road, Buldi
- c. .\*NIT\*, Gokulpeth
- d. \*NIT\*, Pachpaoli
- e. \*NIT\*, Jaripatka
- f. \*NIT\*, Netaji market, Buldi
- g. Orange Walk, Abhyankar Road, Buldi

**C. Mall in Bhopal Till 2013:**

**Functioning:**

- a. Century 21 Mall, Misrod,
- b. Aashima the Lake City Mall, Misrod,
- c. Best Price Wholesale Store, Karond
- d. Vishal Mega Mart, Kolar Road,
- e. Db City Mall, Mp Nagar, Bhopal
- f. Vishal Mega Mart, M P Nagar
- g. Aura Mall, Gulmohar, Bhopal
- h. Minaal Mall, Arera Colony
- i. Aashima Mall, Danish Nagar
- j. Metro Plaza, Ashoka Housing Society
- k. Kabuliwala Shopping Mall Bhopal , M P Nagar,
- l. Aapoorti Shopping Mall, Kasturba Nagar
- m. Centre Point, Jinsi Square
- n. Total Shopping Network, Shahapur
- o. Siddharth Bag Mall, Habibganj, Bhopal
- p. Call Mart, Kasturba Nagar

**D. Under Construction:**

- Windsor Plaza, Kolar Road
- Aashima The Lake City Mall, NH12
- Crown Mall, Hoshangabad Road

The present research makes significant contributions to the existing consumer behaviour theory by providing an in-depth understanding of the Indian consumer

psyche in relation to shopping malls. This study aims to extend our knowledge of consumer profiling and segmentation to a non-western context-specifically India- for which no research has been conducted.

Our methodology was same as disused in earlier chapters. Collected primary data through field survey was analyzed to understanding consumer's psychology under four opinions, such as reason for choosing a place for shopping? We categorized different options to understand the effect of malls in consumption behaviour.

It was observed that 29.9 percent respondent were preferred super market for shopping, 29.3 percent respondent were go to the market, 22.3 percent were like to go mall whereas 15.4 percent respondent were like to shop from local shopkeeper and 2.6 percent respondent were preferred other sources for shopping.

Cross- tabulation and chi square were used to find out the reason behind choosing a shopping place.

#### **4.9 Comfort and Buying Behaviour:**

Indian consumer psyche in relation to shopping malls was very important segment to understand. There were three categories under which primary data was collected for investigation, such as: Easy accessibility due to better transport connectivity by 44.4 percent, Closer to the place of residence by 35.1 percent, and for other reasons 20.5 percent.

- **Age vs. Shopping Place and Comfort:**

Age group of 41-50 years respondent was most influenced by Easy accessibility due to better transport connectivity in Nagpur, whereas 20-30 years age group was going with Easy accessibility due to better transport connectivity in Nagpur.

It was depicted from the table 4.36 that 46.8 percent respondent in Nagpur were influenced by Easy accessibility due to better transport connectivity while choosing the place of shopping, followed by Closer to the place of residence by 32.8 percent , 20.5 percent respondent were influenced by other sources. The situation was almost similar to Bhopal 42 percent respondent were influenced by Easy accessibility due to better transport connectivity whereas 32 percent respondent were decided by Closer to the place of residence, 11.8 percent respondent were preferred other source.

The chi-square results of Nagpur ( $\chi^2= 6.581$ ,  $df = 6$ ,  $p=0.361$ ) and ( $\chi^2= 1.603$ ,  $df = 6$ ,  $p=0.952$ ) of Bhopal also revealed that there was not a significant association between age and place of shopping and comfort.

**Table 4.36 Age and Comfort**

Name of the city where the respondent lives		Reason for choosing shopping place? Comfort			Total
		Easy accessibility due to better transport connectivity	Closer to the place of residence	Other	
Nagpur	20 to 30	10.0%	5.0%	4.0%	19.0%
	31 to 40	11.3%	7.5%	5.0%	23.8%
	41 to 50	14.0%	9.3%	4.3%	27.5%
	More than 51	11.5%	11.0%	7.3%	29.8%
	Total	46.8%	32.8%	20.5%	100.0%
Bhopal	20 to 30	13.0%	10.0%	5.3%	28.3%
	31 to 40	10.3%	9.0%	5.5%	24.8%
	41 to 50	10.0%	9.5%	5.5%	25.0%
	More than 51	8.8%	9.0%	4.3%	22.0%
	Total	42.0%	37.5%	20.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed that place of shopping by comfort were not dependent on different age group. Most of the respondents' were preferred a place easy accessible due to better transport facility.

- **Income vs. Shopping Place and Comfort:**

It was observed from the table 4.37 that income group of 20001-40000 in Nagpur were preferred Easy accessibility due to better transport connectivity while choosing the place of shopping, 21.3 percent respondent were liked Closer to the place of residence and 14 percent

**Table 4.37: Level of Income and Comfort**

Name of the city where the respondent lives		Reason for choosing you're that shopping place? Comfort			Total
		Easy accessibility due to better transport connectivity	Closer to the place of residence	Other	
Nagpur	Upto 20000	5.3%	2.8%	2.5%	10.5%
	20001 to 40000	30.8%	21.3%	14.0%	66.0%
	Above 40000	10.8%	8.8%	4.0%	23.5%
	Total	46.8%	32.8%	20.5%	100.0%
Bhopal	Upto 20000	10.5%	8.3%	3.5%	22.3%
	20001 to 40000	26.8%	25.3%	15.3%	67.3%
	Above 40000	4.8%	4.0%	1.8%	10.5%
	Total	42.0%	37.5%	20.5%	100.0%

**Source:** self-analysis

Respondent were influenced by other sources. The situation was almost similar to Bhopal 26.8 percent respondent were influenced by Easy accessibility due to better transport connectivity whereas 25.3 percent respondent were decided by closer to the place of residence and 15.3 percent respondent were preferred other source.

Chi-square results of Nagpur ( $\chi^2= 2.115$  df = 4,  $p=0.715$ ) and ( $\chi^2= 2.911$ , df = 4,  $p=0.573$ ) of Bhopal also revealed that there was not a significant association between income and place of shopping for comfort.

**Results Interpretation:** The results revealed that place of shopping by comfort were not dependent on different income group. Most of the respondents' were preferred a place easy accessible due to better transport facility.



• **Gender vs. Shopping Place and Comfort:**

It was revealed from the table 4.38 that majority of male respondent of Nagpur preferred place of shopping which Easy accessibility due to better transport connectivity by 37.8 percent the same preference was given by female respondents (9 percent) of Nagpur.

But the situation was little bit different in Bhopal 31.5 percent male respondent were influenced by Easy accessibility due to better transport connectivity but 12 percent female respondent were decided by Closer to the place of residence.

Chi-square results of Nagpur ( $\chi^2= 3.933$  df = 2, p=0.140) and ( $\chi^2= 2.172$ , df = 2, p=0.337) of Bhopal also revealed that there was not a significant association between gender and place of shopping for comfort.

**Table 4.38: Gender and Comfort**

Name of the city where the respondent lives		Reason for choosing you're that shopping place? Comfort			Total
		Easy accessibility due to better transport connectivity	Closer to the place of residence	Other	
Nagpur	Male	37.8%	23.8%	14.8%	76.3%
	Female	9.0%	9.0%	5.8%	23.8%
	Total	46.8%	32.8%	20.5%	100.0%
Bhopal	Male	31.5%	25.5%	15.3%	72.3%
	Female	10.5%	12.0%	5.3%	27.8%
	Total	42.0%	37.5%	20.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed that place of shopping by comfort was not dependent on gender.

Most of the respondents' were preferred a place at their conveniences.

• **Occupation vs. Shopping Place and Comfort:**

It was observed by the table 4.39 that respondent from trade were preferred (18 percent) a place which Easy accessibility due to better transport connectivity. 13.8 percent respondent were like to shop which was closer to the place of residence, 6 percent respondent were like other places in Nagpur, the observation was almost same in Bhopal, 16.3 percent respondent from trade were influenced by Easy accessibility due to better transport connectivity, 13.3 percent respondent were chose which was closer to the place of their residence, whereas 5.5 percent respondent from trade were like other sources. Chi-square results of Nagpur ( $\chi^2=12.281$  df = 8, p=0.139) and ( $\chi^2= 5.016$ , df =8, p=0.756) of Bhopal also revealed that there was not a significant association between occupation and place of shopping for comfort.

**Table 4.39: Occupation and Comfort**

Name of the city where the respondent lives		Reason for choosing you're that shopping place? Comfort			Total
		Easy accessibility due to better transport connectivity	Closer to the place of residence	Other	
Nagpur	Construction	5.0%	3.3%	1.8%	10.0%
	Trade	18.0%	13.8%	6.0%	37.8%
	Above 40000	13.8%	6.3%	2.3%	23.5%
	Manufacturing	4.3%	1.3%	1.3%	6.8%
	Public Service	11.5%	6.5%	5.0%	23.0%
	Private service	8.0%	8.0%	6.5%	22.5%
	Total	46.8%	32.8%	20.5%	100.0%
Bhopal	Construction	7.8%	6.5%	3.5%	17.8%
	Trade	16.3%	13.3%	5.5%	35.0%
	Manufacturing	1.3%	1.8%	1.3%	4.3%
	Public Service	6.8%	6.5%	4.0%	17.3%
	Private service	10.0%	9.5%	6.3%	25.8%
	Total	42.0%	37.5%	20.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed that place of shopping by comfort was not dependent on occupation.

Most of the respondents' were preferred a place at their conveniences.

• **Education vs. Shopping Place and Comfort:**

It was observed from the table 4.40 that 22.5 percent graduate respondents, 20 percent P.G respondents, 2.3 percent secondary educated, 1.3 percent having PhD and 0.8 percent respondents were like Easy accessibility due to better transport connectivity in Nagpur, it was 20.5 percent graduates, 14.8 percent P.G. 3.3 percent secondary educated, 2.5 percent PhD and 1 percent M.B.B.S degree holders were like to go a place with Easy accessibility due to better transport connectivity in Bhopal.

Chi-square results of Nagpur ( $\chi^2= 9.732$  df = 8, p=0.284) and ( $\chi^2= 12.452$ , df =8, p=0.132) of Bhopal also revealed that there was not a significant association between level of education and place of shopping for comfort.

**Table 4.40: Education and Comfort**

Name of the city where the respondent lives		Reason for choosing you're that shopping place? Comfort			Total
		Easy accessibility due to better transport connectivity	Closer to the place of residence	Other	
Nagpur	Primary and Secondary	2.3%	.8%	.3%	3.3%
	Graduate	22.5%	18.5%	13.0%	54.0%
	PG	20.0%	11.5%	6.0%	37.5%
	Doctorate	1.3%	1.5%	1.0%	3.8%
	Medical	.8%	.5%	.3%	1.5%
	Private service	8.0%	8.0%	6.5%	22.5%

Name of the city where the respondent lives		Reason for choosing you're that shopping place? Comfort			Total
		Easy accessibility due to better transport connectivity	Closer to the place of residence	Other	
	Total	46.8%	32.8%	20.5%	100.0%
Bhopal	Primary and Secondary	3.3%	2.0%	.3%	5.5%
	Graduate	20.5%	16.8%	8.3%	45.5%
	PG	14.8%	16.3%	10.8%	41.8%
	Doctorate	2.5%	2.3%	1.3%	6.0%
	Medical	1.0%	.3%		1.3%
	Total	42.0%	37.5%	20.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place by comfort was not dependent on education level in Nagpur and Bhopal.

Respondent chooses place by their liking not by division of education level.

- **Religion vs. Shopping Place and Comfort:**

It was observed from the table 4.41 that that major respondent belongs to Hindu religion in both cities. 31.5 percent Hindus' were preferred Easy accessibility due to better transport connectivity while 21.5 percent were like Closer to the place of residence, 15.8 percent were like other sources in Nagpur whereas Bhopal have almost similar preference trend as in Nagpur. 26.8 percent Hindu respondents were like Easy accessibility due to better transport connectivity while 23 percent were like Closer to the place of residence, 14.8 percent were like other sources in Bhopal. Chi-square results of Nagpur ( $\chi^2= 7.669$  df = 8, p=0.466) and ( $\chi^2= 10.479$ , df =8, p=0.233) of Bhopal also revealed that there was not a significant association between religion and place of shopping for comfort.

**Table 4.41: Religion and Comfort**

Name of the city where the respondent lives		Reason for choosing you're that shopping place? Comfort			Total
		Easy accessibility due to better transport connectivity	Closer to the place of residence	Other	
Nagpur	Hindu	31.5%	21.5%	15.8%	68.8%
	Jain	2.8%	2.8%	.8%	6.3%
	Buddha	8.8%	4.5%	2.8%	16.0%
	Muslim	3.0%	2.8%	1.0%	6.8%
	Christen	.8%	1.3%	.3%	2.3%
	Total	46.8%	32.8%	20.5%	100.0%
Bhopal	Hindu	26.8%	23.0%	14.8%	64.5%
	Jain	3.5%	5.5%	2.0%	11.0%
	Buddha	3.0%	2.3%	1.0%	6.3%
	Muslim	7.5%	6.8%	2.5%	16.8%
	Christen	1.3%		.3%	1.5%
	Total	42.0%	37.5%	20.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place by comfort was not dependent on religious level in Nagpur and Bhopal. Respondent chooses place by their liking not by division of religion.

- **House-Hold Size vs. Shopping Place and Comfort:**

It was observed from the above table 4.42 that 31.3 percent respondent having 3-4 member family were preferred Easy accessibility due to better transport connectivity, 23.5 percent were like. Closer to the place of residence, 18.3 percent they like other sources in Nagpur whereas 20.5 percent respondent were preferred Closer to the place of residence, 19 percent like Easy accessibility due to better transport connectivity and 9.8 percent were go with other opinion in Bhopal.

Chi-square results of Nagpur ( $\chi^2= 5.900$  df = 4, p=0.207) and ( $\chi^2= 4.152$ , df =4, p=0.386) of Bhopal also revealed that there was not a significant association between house-hold size and place of shopping for comfort.

**Table 4.42: House Hold Size and Comfort**

Name of the city where the respondent lives		Reason for choosing you're that shopping place? Comfort			Total
		Easy accessibility due to better transport connectivity	Closer to the place of residence	Other	
Nagpur	1-2 members	14.8%	8.5%	3.8%	27.0%
	3-4 members	31.3%	23.5%	16.0%	70.8%
	5 and more members	.8%	.8%	.8%	2.3%
	Total	46.8%	32.8%	20.5%	100.0%
Bhopal	1-2 members	21.5%	16.3%	10.5%	48.3%
	3-4 members	19.0%	20.5%	9.8%	49.3%
	5 and more members	1.5%	.8%	.3%	2.5%
	Total	42.0%	37.5%	20.5%	100.0%

**Source:** self-analysis

**Results Interpretation:**

The results revealed from the above finding that the selection of shopping place by comfort was not dependent on house hold size in Nagpur and Bhopal.

Respondent chooses place by their liking not by division of house hold size.

#### **4.10 Place of Shopping and Availability of Variety of Goods:**

Consumption behaviour influenced by availability of goods, the place which have abundance of variety of goods was preferred by consumers, availability of good was defined by these parameters:

Possibility of comparison of price and quality with other brands, Availability of quality products, Reasonable price, Customer friendly atmosphere and other reasons.

It was observed that majority of respondents of both cities (33.9 percent) were like the place where availability of quality products, 22.8 percent respondents were preferred a place of reasonable price,

16.3 percent respondents want Possibility of comparison of price and quality with other brands, 15.6 percent were like other reason and 6.4 percent respondents like Customer friendly atmosphere there.

- **Age vs. Place of Shopping and Availability of Variety of Goods:**

It was depicted from the table 4.43 that more than 51 years of respondent of Nagpur city 11.5 percent were preferred Availability of quality products in both cities, Reasonable price was their second preference by 7.3 percent, and Customer friendly atmosphere was selected by 4.8 percent respondents,

3.8 percent respondent were liked other options and 2.5 percent respondents were preferred Possibility of comparison of price and quality with other brand.

Whereas 20-30years age category in Bhopal were liked Availability of quality products by 9 percent, 6.8 percent respondents were liked Reasonable price, 5 percent respondents were selected other reasons,

4.8 percent were preferred Possibility of comparison of price and quality with other brand and 2.8 percent respondents were liked Customer friendly atmosphere in Bhopal.

Chi-square results of Nagpur ( $\chi^2= 14.973$  df = 12, p=0.243) and ( $\chi^2= 17.994$ , df =12, p=0.116) of Bhopal also revealed that there was not a significant association between age and place of shopping for availability of variety of goods.

**Table 4.43: Age and Availability of Variety of Goods**

Name of the city where the respondent lives		Reason for choosing a place of shopping? availability of variety of goods					Total
		Possibility of comparison of price and quality with other brand	Availability of quality products	Reasonable price	Customer friendly atmosphere	Other	
Nagpur	20 to 30	3.5%	5.8%	3.8%	1.8%	4.3%	19.0%
	31 to 40	2.5%	10.3%	4.5%	2.3%	4.3%	23.8%
	41 to 50	4.3%	9.0%	6.8%	4.0%	3.5%	27.5%
	more than 51	2.5%	11.5%	7.3%	4.8%	3.8%	29.8%
	Total	12.8%	36.5%	22.3%	12.8%	15.8%	100.0%
Bhopal	20 to 30	4.8%	9.0%	6.8%	2.8%	5.0%	28.3%
	31 to 40	3.3%	6.3%	7.5%	2.5%	5.3%	24.8%
	41 to 50	6.0%	7.8%	4.8%	2.8%	3.8%	25.0%
	more than 51	5.8%	8.3%	4.3%	2.3%	1.5%	22.0%
	Total	19.8%	31.3%	23.3%	10.3%	15.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place of availability of variety of goods was not dependent on age in Nagpur and Bhopal. Respondent chooses place by their liking not by their age.

• **Income vs. Place of Shopping and Availability of Variety of Goods:**

It was observed from the table 4.44 that respondents of 20001-40000 income group in Nagpur were liked Availability of quality products by 24 percent, 14.5 percent respondents were selected reasonable price, 12.3 percent were liked other opinion, 8.5 percent were chooses Possibility of comparison of price and quality with other brand and 6.8 percent respondents were preferred Customer friendly atmosphere in Nagpur. Almost same trend have been seen in Bhopal. Majority of respondents of 20001-40000 income group were preferred.



Availability of quality products by 19.3 percent, 14.8 percent respondents were liked Possibility of comparison of price and quality with other brand. Reasonable price was preferred by 14.5 percent respondents, 11.3 percent respondents were liked other opinion and Customer friendly atmosphere was chooses by 7.5 percent in Bhopal.

Chi-square results of Nagpur ( $\chi^2= 10.343$  df = 8, p=0.242) revealed that there was not a significant association between Income and place of shopping for availability of variety of goods. But ( $\chi^2= 14.714$ , df =8, p=0.065) of Bhopal also revealed that there was a significant association between Income and place of shopping for availability of variety of goods.

**Table 4.44: Income & Availability of Variety of Goods**

Name of the city where the respondent lives		Reason for choosing a place of shopping ?availability of variety of goods					Total
		Possibility of comparison of price and quality with other brand	Availability of quality products	Reasonable price	Customer friendly atmosphere	Other	
Nagpur	Upto 20000	1.8%	3.8%	1.8%	1.8%	1.5%	10.5%
	20001 to 40000	8.5%	24.0%	14.5%	6.8%	12.3 %	66.0%
	Above 40000	2.5%	8.8%	6.0%	4.3%	2.0%	23.5%
	Total	12.8%	36.5%	22.3%	12.8%	15.8 %	100.0 %
Bhopal	Upto 20000	3.5%	6.5%	7.0%	2.3%	3.0%	22.3%
	20001 to 40000	14.8%	19.3%	14.5%	7.5%	11.3 %	67.3%
	Above 40000	1.5%	5.5%	1.8%	.5%	1.3%	10.5%
	Total	19.8%	31.3%	23.3%	10.3%	15.5 %	100.0 %

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place of availability of variety of goods was not dependent on Income in Nagpur but it was dependent in Bhopal. Respondent chooses place by their Income level.

• **Gender vs. Place of Shopping and Availability of Variety of Goods:**

It was observed from the table 4.45 that 29.8 percent male respondent and 6.8 percent female respondent of Nagpur were preferred Availability of quality products and 17.5 percent male and 4.8 percent female respondents were liked reasonable price while choosing a place for shopping in Nagpur, Whereas 23.3 percent male and 8 percent female respondents were preferred a place of shopping which have Availability of quality products, 16 percent male and 7.3 percent female were liked a place with reasonable price in Bhopal. Chi-square results of Nagpur ( $\chi^2= 10.293$  df = 4, p=0.036) revealed that there was significant association between Gender and place of shopping for availability of variety of goods. But ( $\chi^2= 1.346$ , df =4, p=0.855) of Bhopal revealed that there was not a significant association between Gender and place of shopping for availability of variety of goods.

**Table 4.45: Gender & Availability of Variety of Goods**

Name of the city		Reason for choosing a place of shopping? availability of variety of goods					Total
		Possibility of comparison of price and quality with other brand	Availability of quality products	Reasonable price	Customer friendly atmosphere	Other	
Nagpur	Male	8.8%	29.8%	17.5%	10.3%	10.0%	76.3%
	Female	4.0%	6.8%	4.8%	2.5%	5.8%	23.8%
	Total	12.8%	36.5%	22.3%	12.8%	15.8%	100.0%
Bhopal	Male	14.0%	23.3%	16.0%	7.3%	11.8%	72.3%
	Female	5.8%	8.0%	7.3%	3.0%	3.8%	27.8%
	Total	19.8%	31.3%	23.3%	10.3%	15.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place of availability of variety of goods was dependent on Gender in Nagpur but it was not dependent in Bhopal.

• **Occupation vs. Place of Shopping and Availability of Variety of Goods:**

It was depicted from the table 4.46 that Availability of quality products was preferred by most of the respondents, 14 percent from trade, 3.3 percent from construction business, 9.5 percent of public sector respondents, 8 percent private service respondents were liked. This option to choose place for shopping in Nagpur, whereas 11.8 percent respondents from trade business, 9 percent from private service sector and 5.3 percent respondents from public services were liked Availability of quality products for choosing a place for shopping in Bhopal.

Chi-square results of Nagpur ( $\chi^2 = 20.132$  df = 16 p=0.214) and ( $\chi^2 = 23.906$ , df =16, p=0.092) of Bhopal also revealed that there was a significant association between occupation and place of shopping for availability of variety of goods.

**Table 4.46: Occupation and Availability of Variety of Goods**

Name of the city where the respondent lives		Reason for choosing a place of shopping? availability of variety of goods					Total
		Possibility of comparison of price and quality with other brand	Availability of quality products	Reasonable price	Customer friendly atmosphere	Other	
Nagpur	Construction	1.0%	3.3%	3.0%	1.5%	1.3%	10.0%
	Trade	5.3%	14.0%	9.5%	3.3%	5.8%	37.8%
	Manufacturing	1.3%	1.8%	2.5%	.3%	1.0%	6.8%
	Public Service	2.8%	9.5%	4.0%	3.0%	3.8%	23.0%
	Private service	2.5%	8.0%	3.3%	4.8%	4.0%	22.5%
	Total	12.8%	36.5%	22.3%	12.8%	15.8%	100.0%
Bhopal	Construction	3.0%	4.3%	4.5%	2.0%	4.0%	17.8%
	Trade	4.5%	11.8%	10.3%	3.8%	4.8%	35.0%
	Manufacturing	1.5%	1.0%	.8%	.3%	.8%	4.3%
	Public Service	5.5%	5.3%	2.5%	2.3%	1.8%	17.3%
	Private service	5.3%	9.0%	5.3%	2.0%	4.3%	25.8%
	Total	19.8%	31.3%	23.3%	10.3%	15.5%	100.0%

**Source:** self-analysis

### **Results Interpretation:**

The results revealed from the above finding that the selection of shopping place of availability of variety of goods was not dependent on occupation in Nagpur & Bhopal.

- **Education vs. Place of Shopping and Availability of Variety of Goods:**

It was depicted from the table 4.47 that majority of respondent of all educational qualification were preferred (36.5 percent in Nagpur and 31.3 percent in Bhopal) Availability of quality products in both cities, Reasonable price was their second preference by 22.3 percent in Nagpur and 23.3 percent in Bhopal, 15.8 percent in Nagpur and 15.3 percent in Bhopal were liked other options and 12.8 percent in Nagpur and 19.8 percent in Bhopal were preferred Possibility of comparison of price and quality with other brand.

Chi-square results of Nagpur ( $\chi^2= 15.889$  df = 16 p=0.461) and ( $\chi^2= 24.586$ , df =16, p=0.077) of Bhopal also revealed that there was not a significant association between Education and place of shopping for availability of variety of goods.

**Table 4.47: Education & Availability of Variety of Goods**

Name of the city where the respondent lives		Reason for choosing a place of shopping? availability of variety of goods					Total
		Possibility of comparison of price and quality with other brand	Availability of quality products	Reasonable price	Customer friendly atmosphere	Other	
Nagpur	Primary and Secondary	.3%	1.5%	.5%		1.0%	3.3%
	Graduate	7.0%	17.5%	13.5%	7.3%	8.8%	54.0%
	PG	5.0%	15.5%	7.3%	4.3%	5.5%	37.5%
	Doctorate	.5%	1.0%	1.0%	.8%	.5%	3.8%
	Medical		1.0%		.5%		1.5%
	Total	12.8%	36.5%	22.3%	12.8%	15.8%	100.0%
Bhopal	Primary and	.3%	2.0%	1.8%	1.0%	.5%	5.5%

Name of the city where the respondent lives		Reason for choosing a place of shopping? availability of variety of goods					Total
		Possibility of comparison of price and quality with other brand	Availability of quality products	Reasonable price	Customer friendly atmosphere	Other	
	Secondary						
	Graduate	8.8%	13.8%	11.3%	3.8%	8.0%	45.5%
	PG	9.5%	12.8%	8.8%	4.5%	6.3%	41.8%
	Doctorate	1.3%	2.3%	1.5%	.3%	.8%	6.0%
	Medical		.5%		.8%		1.3%
	Total	19.8%	31.3%	23.3%	10.3%	15.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place of availability of variety of goods was not dependent on level of Education in Nagpur and Bhopal.

• **Religion vs. Place of Shopping and Availability of Variety of Goods:**

It was revealed from the table 4.48 that 25.8 percent Hindu's, 6.8 percent Buddhist and 2.8 percent Muslims were influenced by Availability of quality products and 2.8 percent Janis were preferred place

Where Possibility of comparison of price and quality with other brand and 0.8 percent christen were liked Reasonable price in Nagpur, whereas 19.5 percent Hindu's and 5.8 percent Muslims were liked.

Availability of quality products, on the other hand 3 percent Buddhist and 0.5 percent Christen were like Reasonable price and 4.5 percent Janis were like Possibility of comparison of price and quality with other brand in Bhopal.

Chi-square results of Nagpur ( $\chi^2= 54.116$  df = 16 p=0.000) and ( $\chi^2= 32.344$ , df =16, p=0.009) of Bhopal also revealed that there was a significant association between Religion and place of shopping for availability of variety of goods.

**Table 4.48: Religion and Availability of Variety of Goods**

Name of the city where the respondent lives		Reason for choosing a place of shopping ?availability of variety of goods					Total
		Possibility of comparison of price and quality with other brand	Availability of quality products	Reasonable price	Customer friendly atmosphere	Other	
Nagpur	Hindu	5.8%	25.8%	16.5%	8.5%	12.3%	68.8%
	Jain	2.8%	1.0%	.8%	1.8%	----	6.3%
	Buddha	3.5%	6.5%	2.8%	2.0%	1.3%	16.0%
	Muslim	.5%	2.8%	1.5%	-----	2.0%	6.8%
	Christen	.3%	.5%	.8%	.5%	.3%	2.3%
	Total	12.8%	36.5%	22.3%	12.8%	15.8%	100.0%
Bhopal	Hindu	12.0%	19.5%	14.5%	7.0%	11.5%	64.5%
	Jain	4.5%	4.0%	1.0%	.5%	1.0%	11.0%
	Buddha	.5%	1.8%	3.0%	.5%	.5%	6.3%
	Muslim	2.5%	5.8%	4.3%	2.3%	2.0%	16.8%
	Christen	.3%	.3%	.5%	----	.5%	1.5%
	Total	19.8%	31.3%	23.3%	10.3%	15.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place of availability of variety of goods was dependent on religion in Nagpur and Bhopal.

- **House-Hold Size vs. Place of Shopping and Availability of Variety of Goods**

It was observed by the table 4.49 that families having 3-4 members were (26 percent) like Availability of quality products most, 16.5 percent were like reasonable price, 11.3 percent respondent were preferred other option, 9.8 percent respondent were like customer friendly atmosphere and whereas 7.3 percent were like Possibility of comparison of price and quality with other brand in Nagpur.

Whereas 15.5 percent respondent liked Availability of quality products, 11 percent were preferred Reasonable price, 9.5 percent were liked Possibility of comparison of price and quality with other brand, 6.3 percent were preferred Customer friendly atmosphere and 6.3 percent respondent were liked other options in Bhopal.

The chi-square results of Nagpur ( $\chi^2= 7.859$  df = 8 p=0.447) and ( $\chi^2= 6.063$ , df =8, p=0.640) of Bhopal also revealed that there was not a significant association between House-hold size and place of shopping for availability of variety of goods.

**Table 4.49: Religion and Availability of Variety of Goods**

Name of the city where the respondent lives		Reason for choosing a place of shopping ?availability of variety of goods					Total
		Possibility of comparison of price and quality with other brand	Availability of quality products	Reasonable price	Customer friendly atmosphere	Other	
Nagpur	1-2 members	5.3%	9.5%	5.3%	3.0%	4.0%	27.0%
	3-4 members	7.3%	26.0%	16.5%	9.8%	11.3%	70.8%
	5 + members	.3%	1.0%	.5%		.5%	2.3%
	Total	12.8%	36.5%	22.3%	12.8%	15.8%	100.0%
Bhopal	1-2 members	9.8%	15.0%	11.0%	3.5%	9.0%	48.3%
	3-4 members	9.5%	15.5%	11.5%	6.5%	6.3%	49.3%
	5 +members	.5%	.8%	.8%	.3%	.3%	2.5%
	Total	19.8%	31.3%	23.3%	10.3%	15.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place of availability of variety of goods was not dependent on house-hold size in Nagpur & Bhopal.

#### **4.11 Place of Shopping and Status:**

Status and Consumption behaviour were associated in many economic theories. It was general assumption that many consumers emitted their neighborhoods or peer group to uplift their status in society. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume.

To investigate at micro level status was classified in four options such as: Availability of variety of brands, Availability of international quality products, Extension of good customer service and other source.

It was observed that majority of respondents of both cities (41.3 percent) were like the place where Availability of variety of brands, 31.4 percent respondents were preferred Extension of good customer service, 13 percent respondents want Availability of international quality products and 14 percent were like other reason.

- **Age vs. Place of Shopping and Status:**

It was observed from the table 4.50 that 42.5 percent respondent of Nagpur were preferred Availability of variety of brands, 33.3 percent were liked Extension of good customer service, 14.3 percent were preferred other sources and 10.3 percent were liked by Availability of international quality products in Nagpur. Whereas 40.3 percent respondent of Bhopal were preferred Availability of variety of brands, 29.5 percent were liked Extension of good customer service, 14.5 percent were preferred other sources and 15.8 percent were liked by Availability of international quality products.

Chi-square results of Nagpur ( $\chi^2= 10.807$  df = 9 p=0.289) and ( $\chi^2= 4.414$ , df =9, p=0.882) of Bhopal also revealed that there was not a significant association between Age and place of shopping for Status.



**Table 4.50: Age and Status**

Name of the city where the respondent lives		Reason for choosing a place of shopping? status				Total
		Availability of variety of brands	Availability of international quality products	Extension of good customer service	Other	
Nagpur	20 to 30	8.3%	1.8%	6.0%	3.0%	19.0%
	31 to 40	10.5%	2.0%	6.0%	5.3%	23.8%
	41 to 50	11.5%	2.8%	10.5%	2.8%	27.5%
	More than 51	12.0%	3.8%	10.8%	3.3%	29.8%
	Total	42.3%	10.3%	33.3%	14.3%	100.0%
Bhopal	20 to 30	12.5%	4.3%	6.8%	4.8%	28.3%
	31 to 40	9.8%	4.5%	7.5%	3.0%	24.8%
	41 to 50	9.3%	3.5%	8.8%	3.5%	25.0%
	More than 51	8.8%	3.5%	6.5%	3.3%	22.0%
	Total	40.3%	15.8%	29.5%	14.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place of status was not dependent on age in Nagpur & Bhopal.

• **Income vs. Place of Shopping and Status:**

It was revealed from the table 4.51 that majority of 27.8 percent respondent of 20001-40000 income group influenced by Availability of variety of brands, 21.3 percent respondent were referring. Extension of good customer service whereas 11.3 percent preferred other reason and 5.8 percent were liked Availability of international quality products in Nagpur the same trend has been observed in Bhopal, where 26.5 percent respondent of 20001-40000 income group were preferred.

Availability of variety of brands, 18.8 percent respondent were Extension of good customer service, 12 percent were seeking Availability of international quality products & 10 percent were liked other sources. Chi-square results of Nagpur ( $\chi^2= 7.705$  df = 6 p=0.261) and ( $\chi^2= 3.790$ , df =6, p=0.705) Bhopal revealed that there was not a significant association between Income and place of shopping for status.

**Table 4.51: Income and Status**

Name of the city where the respondent lives		Reason for choosing a place of shopping? status				Total
		Availability of variety of brands	Availability of international quality products	Extension of good customer service	Other	
Nagpur	Upto 20000	4.8%	1.0%	3.5%	1.3%	10.5%
	20001 to 40000	27.8%	5.8%	21.3%	11.3%	66.0%
	Above 40000	9.8%	3.5%	8.5%	1.8%	23.5%
	Total	42.3%	10.3%	33.3%	14.3%	100.0%
Bhopal	Upto 20000	9.5%	2.8%	7.3%	2.8%	22.3%
	20001 to 40000	26.5%	12.0%	18.8%	10.0%	67.3%
	Above 40000	4.3%	1.0%	3.5%	1.8%	10.5%
	Total	40.3%	15.8%	29.5%	14.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place of status was not dependent on Income in Nagpur & Bhopal.

• **Gender vs. Place of Shopping and Status:**

It was depicted from the table 4.52 that majority of man and female respondent in both cities were preferred the option of Availability of variety of brands, 34.3 percent male and 8 percent female respondents of Nagpur were liked this option, whereas 29.5 percent male and 10.8 percent female were liked.

Availability of variety of brands in Bhopal. 25.3 percent male and 8 percent female in Nagpur and 33.3 percent male and 21.5 percent female in Bhopal were preferred Extension of good customer service.

The chi-square results of Nagpur ( $\chi^2= 6.431$  df = 3 p=0.092) and ( $\chi^2= 2.662$ , df =6, p=0.446) of Bhopal also revealed that there was not a significant association between Gender and place of shopping for status.

**Table 4.52: Gender and Status**

Name of the city where the respondent lives		Reason for choosing a place of shopping ?availability of variety of goods				Total
		Availability of variety of brands	Availability of international quality products	Extension of good customer service	Other	
Nagpur	Male	34.3%	7.5%	25.3%	9.3%	76.3%
	Female	8.0%	2.8%	8.0%	5.0%	23.8%
	Total	42.3%	10.3%	33.3%	14.3%	100.0%
Bhopal	Male	29.5%	12.0%	21.5%	9.3%	72.3%
	Female	10.8%	3.8%	8.0%	5.3%	27.8%
	Total	40.3%	15.8%	29.5%	14.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place of status was not dependent on Gender in Nagpur and Bhopal.

• **Occupation vs. Place of Shopping and Status:**

The table 4.53 shows that 16.5 percent respondent engaged in trade, 10 percent working in a public sector, 6.8 percent were service in private sector,

**Table 4.53: Occupation and Status**

Name of the city where the respondent lives		Reason for choosing a place of shopping? status				Total
		Availability of variety of brands	Availability of international quality products	Extension of good customer service	Other	
Nagpur	Construction	5.5%	.5%	2.8%	1.3%	10.0%
	Trade	16.5%	2.8%	14.0%	4.5%	37.8%
	Manufacturing	3.5%	.8%	1.5%	1.0%	6.8%
	Public Service	10.0%	2.5%	7.3%	3.3%	23.0%
	Private service	6.8%	3.8%	7.8%	4.3%	22.5%
	Total	42.3%	10.3%	33.3%	14.3%	100.0%
Bhopal	Construction	7.8%	2.8%	4.5%	2.8%	17.8%
	Trade	14.5%	5.5%	10.8%	4.3%	35.0%
	Manufacturing	.8%	1.3%	1.5%	.8%	4.3%
	Public Service	9.3%	.5%	4.5%	3.0%	17.3%
	Private service	8.0%	5.8%	8.3%	3.8%	25.8%
	Total	40.3%	15.8%	29.5%	14.5%	100.0%

**Source:** self-analysis

5.5 percent construction worker and 3.5 percent manufacturing workers were preferred Availability of variety of brands in Nagpur. on the other hand 14.5 percent respondent doing trade, 9.3 percent service in public sector, 8 percent from private sector, 7.8 percent construction workers and 0.8 percent manufacturing respondent in Bhopal were liked Availability of variety of brands.

Chi-square results of Nagpur ( $\chi^2= 15.676$  df = 12 p=0.207) and ( $\chi^2= 21.994$ , df =12, p=0.038) of Bhopal also revealed that there was not a significant association between occupation and place of shopping for availability of variety of goods.

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place of availability of variety of goods was not dependent on occupation in Nagpur and it was dependent on occupation in Bhopal.

• **Education vs. Place of Shopping and Status:**

It was observed from the table 4.54 that maximum graduate in both cities were preferred the mall where availability of variety of brand available. On the second option they put the option of availability of international brands at one place. Respondents prefer option Extension of good services on third order. 20.3 percent graduates, 18 percent P.G. 1.8 percent secondary educated, 1.3 percent PhD holders and 1 percent M.B.B.S were liked Availability of variety of brands in Nagpur, on the other hand 18.8 percent graduates, 15 percent P.G. 3.8 percent secondary educated, 2 percent PhDs and 0.8 percent M.B.B.S degree holders were preferred availability of variety of brands in Bhopal.

Chi-square results of Nagpur ( $\chi^2= 15.676$  df = 12 p=0.207) revealed that there was not a significant association between Education and place of shopping for Status. But ( $\chi^2= 21.994$ , df =12, p=0.038) of Bhopal revealed that there was a significant association between Education and place of shopping for Status.

**Table 4.54: Education and Status**

Name of the city where the respondent lives		Reason for choosing a place of shopping? status				Total
		Availability of variety of brands	Availability of international quality products	Extension of good customer service	Other	
Nagpur	Primary and Secondary	1.8%	.3%	.5%	.8%	3.3%
	Graduate	20.3%	6.3%	19.5%	8.0%	54.0%
	PG	18.0%	3.0%	11.3%	5.3%	37.5%
	Doctorate	1.3%	.5%	1.8%	.3%	3.8%
	Medical	1.0%	.3%	.3%		1.5%
	Total	42.3%	10.3%	33.3%	14.3%	100.0%
Bhopal	Primary	3.8%	.8%	.3%	.8%	5.5%

Name of the city where the respondent lives		Reason for choosing a place of shopping? status				Total
		Availability of variety of brands	Availability of international quality products	Extension of good customer service	Other	
	and Secondary					
	Graduate	18.8%	7.3%	13.0%	6.5%	45.5%
	PG	15.0%	7.0%	13.8%	6.0%	41.8%
	Doctorate	2.0%	.8%	2.0%	1.3%	6.0%
	Medical	.8%		.5%		1.3%
	Total	40.3%	15.8%	29.5%	14.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place of Status was not dependent on education in Nagpur but it was dependent in Bhopal.

- **Religion vs. Place of Shopping and Status:** 24.5 percent Hindu's, 3.5 percent Janis, 9 percent Budhist,4 percent Muslims and 1.3 percent Christens were preferred Availability of variety of brands in Nagpur, on the other hand 25.5 percent Hindu's, 3 percent Janis, 7.5 percent Muslims, 3.8 percent Buddhist, and 0.8 percent Christens were preferred Availability of variety of brands in Bhopal. Chi-square results of Nagpur ( $\chi^2= 28.742$  df = 12 p=0.004) and ( $\chi^2= 20.712$ , df =12, p=0.055) of Bhopal also revealed that there was a significant association between Religion and place of shopping for Status.

**Table 4.55: Religion and Status**

Name of the city where the respondent lives		Reason for choosing a place of shopping? status				Total
		Availability of variety of brands	Availability of international quality products	Extension of good customer service	Other	
Nagpur	Hindu	24.5%	7.5%	25.3%	11.5%	68.8%
	Jain	3.5%	.5%	2.3%	---	6.3%

Name of the city where the respondent lives		Reason for choosing a place of shopping? status				Total
		Availability of variety of brands	Availability of international quality products	Extension of good customer service	Other	
	Buddha	9.0%	2.3%	3.5%	1.3%	16.0%
	Muslim	4.0%	---	1.3%	1.5%	6.8%
	Christen	1.3%	---	1.0%	---	2.3%
	Total	42.3%	10.3%	33.3%	14.3%	100.0%
Bhopal	Hindu	25.3%	9.5%	19.0%	10.8%	64.5%
	Jain	3.0%	3.5%	3.8%	.8%	11.0%
	Buddha	3.8%	.3%	2.0%	.3%	6.3%
	Muslim	7.5%	2.5%	4.3%	2.5%	16.8%
	Christen	.8%	---	.5%	.3%	1.5%
	Total	40.3%	15.8%	29.5%	14.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place of Status was dependent on religion in Nagpur & Bhopal.

- **House-Hold Size vs. Place of Shopping and Status:**

It was observed from the table 4.56 that families of 3-4 members in Nagpur were preferred 29.5 percent Availability of variety of brands, 24.8 percent were liked.

Extension of good customer service, 8.8 percent were preferred other sources and 2.3 percent respondents were liked Availability of international quality products.

Whereas 19 percent Availability of variety of brands, 14 percent were liked Extension of good customer service, 7.5 percent were preferred other sources and 8.8 percent respondents were liked Availability of international quality products.

The chi-square results of Nagpur ( $\chi^2= 4.340$  df = 6 p=0.631) and ( $\chi^2= 3.533$ , df =6, p=0.740) of Bhopal also revealed that there was not a significant association between House-hold size and place of shopping for Status.

**Table 4.56: House-Hold Size and Status**

Name of the city where the respondent lives		Reason for choosing a place of shopping? status				Total
		Availability of variety of brands	Availability of international quality products	Extension of good customer service	Other	
Nagpur	1-2 members	11.8%	2.3%	7.8%	5.3%	27.0%
	3-4 members	29.5%	7.8%	24.8%	8.8%	70.8%
	5 + members	1.0%	.3%	.8%	.3%	2.3%
	Total	42.3%	10.3%	33.3%	14.3%	100.0%
Bhopal	1-2 members	20.0%	6.8%	14.5%	7.0%	48.3%
	3-4 members	19.0%	8.8%	14.0%	7.5%	49.3%
	5 + members	1.3%	.3%	1.0%		2.5%
	Total	40.3%	15.8%	29.5%	14.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place for status was not dependent on House-hold size in Nagpur & Bhopal.

#### **4.12 Place of Shopping and other Options:**

Place for shopping selected by various different reasons. Product availability, distance, comfort, reasonable price and other various causes were considered by consumers while shopping.



To give more insight to the research and have an insider's view of how the customer's behaviour influenced by different factors, the reason that could translate the footfalls into purchase decisions and choice of place for shopping effect behaviour of consumers.

Respondents were gave their preferences according to their

choices: 31.1 percent respondents were preferred Honesty in dealing transactions, 18.5 percent respondent were liked Other reasons, 18.8 percent were looked for Good security system which gives a sense of safety, 14 percent respondents were preferred Transparency in transactions, 13.8 percent were liked.

Greater possibility of getting discounts and offers, and 7.9 percent were liked place for shopping Referred by others in both cities.

- **Age vs. Place of Shopping and other Options:**

It was observed that majority of respondent in Nagpur 34.8 percent were preferred Honesty in dealing transactions, 18.5 percent were liked other reasons, 17 percent were liked Good security system which gives a sense of safety whereas 12.8 percent were preferred

Transparency in transactions and 8.5 percent respondents were chooses the place of shopping Referred by others and Greater possibility of getting discounts and offers.

But the situation was little bit different in Bhopal 27.5 percent respondents were preferred Honesty in dealing transactions, 19 percent liked Where Greater possibility of getting discounts and offers,

18.5 percent were liked other options, 15.3 percent were liked Transparency in transactions, 12.3 percent were chooses Good security system which gives a sense of safety and 7.3 percent preferred place which Referred by others.

Chi-square results of Nagpur ( $\chi^2= 20.037$  df = 15 p=0.171) and ( $\chi^2= 18.832$ , df =15, p=0.221) of Bhopal also revealed that there was not a significant association between age and place of shopping for other reasons.

**Table 4.57: Age and other**

Name of the city where the respondent lives		Reason for choosing a place of shopping? Other						Total
		Honesty in dealing transactions	Referred by others	Transparency in transactions	Greater possibility of getting discounts and offers	Good security system which gives a sense of safety	Other	
Nagpur	20 to 30	6.8%	1.0%	3.0%	1.3%	3.3%	3.8%	19.0%
	31 to 40	6.5%	2.3%	1.5%	2.5%	3.8%	7.3%	23.8%
	41 to 50	10.5%	2.8%	4.0%	2.0%	5.0%	3.3%	27.5%
	Above 51	11.0%	2.5%	4.3%	2.8%	5.0%	4.3%	29.8%
	Total	34.8%	8.5%	12.8%	8.5%	17.0%	18.5%	100.0%
Bhopal	20 to 30	7.3%	2.8%	2.5%	6.0%	4.3%	5.5%	28.3%
	31 to 40	7.3%	2.5%	3.3%	3.8%	3.8%	4.3%	24.8%
	41 to 50	7.8%	.8%	4.3%	4.5%	3.0%	4.8%	25.0%
	Above 51	5.3%	1.3%	5.3%	4.8%	1.5%	4.0%	22.0%
	Total	27.5%	7.3%	15.3%	19.0%	12.5%	18.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place for other reasons was not dependent on age in Nagpur & Bhopal. Respondent were preferred place of shopping where they seen Honesty in dealing transactions.

• **Income vs. Place of Shopping and other Options:**

It was depicted from the table 4.58 that 20001-40000 income group in Nagpur were preferred the place for shopping where (22 percent) Honesty in dealing transactions, 10.3 percent respondent of 40000 above income like this option and 2.5 percent respondent from below 20000 income group were preferred this option. Almost same trend was seen in Bhopal income group below 20000 were preferred Honesty in dealing transactions, 17.5 percent respondent from 20001-

40000 income category were liked this option and 3.3 percent respondent of above 40000 income group were preferred this opinion.

Chi-square results of Nagpur ( $\chi^2= 20.015$  df = 10 p=0.029) revealed that there was a significant association between Income and place of shopping for other reasons.

But result of chi square ( $\chi^2= 6.504$ , df =10, p=0.771) of Bhopal revealed that there was not a significant association between Income and place of shopping for other reasons.

**Table 4.58: Income and other**

Name of the city where the respondent lives		Reason for choosing a place of shopping? Other					Total	
		Honesty in dealing transactions	Referred by others	Transparency in transactions	Greater possibility of getting discounts and offers	Good security system which gives a sense of safety		Other
Nagpur	Upto 20000	2.5%	1.3%	2.0%	.5%	2.5%	1.8%	10.5%
	20001 to 40000	22.0%	5.5%	7.3%	6.0%	10.0%	15.3%	66.0%
	Above 40000	10.3%	1.8%	3.5%	2.0%	4.5%	1.5%	23.5%
	Total	34.8%	8.5%	12.8%	8.5%	17.0%	18.5%	100.0%
Bhopal	Upto 20000	6.8%	1.3%	3.3%	4.5%	3.3%	3.3%	22.3%
	20001 to 40000	17.5%	5.3%	10.3%	11.8%	8.5%	14.0%	67.3%
	Above 40000	3.3%	.8%	1.8%	2.8%	.8%	1.3%	10.5%
	Total	27.5%	7.3%	15.3%	19.0%	12.5%	18.5%	100.0%

**Source:** self-analysis

**Results Interpretation:**

The results revealed from the above finding that the selection of shopping place for other reasons was dependent on different age group in Nagpur but it was not dependent in Bhopal.

• **Gender vs. Place of Shopping and other Options:**

It was observed from the table 4.59 that majority of male respondent in Nagpur 26.8 percent and 8 percent female respondent were preferred Honesty in dealing transactions, 13.3 percent male and 5.3 percent female were liked other reasons, 13 percent male and 4 percent female respondent were liked. Good security system which gives a sense of safety whereas 9.8 percent male and 3 percent female respondent were preferred Transparency in transactions and 7.3 percent male and 1.3 percent female respondents were chooses the place of shopping with Greater possibility of getting discounts and offers and 6.3 percent male and 2.3 percent female respondents were chooses the place.

Referred by others and. But the situation was little bit different in Bhopal 27.5 percent male and 6.5 percent female respondents were preferred Honesty in dealing transactions, 19 percent male and 5.5 percent female respondents liked.

Where Greater possibility of getting discounts and offers.

**Table 4.59: Gender and other**

Name of the city where the respondent lives		Reason for choosing a place of shopping? Other						Total
		Honesty in dealing transactions	Referred by others	Transparency in transactions	Greater possibility of getting discounts and offers	Good security system which gives a sense of safety	Other	
Nagpur	Male	26.8%	6.3%	9.8%	7.3%	13.0%	13.3%	76.3%
	Female	8.0%	2.3%	3.0%	1.3%	4.0%	5.3%	23.8%
	Total	34.8%	8.5%	12.8%	8.5%	17.0%	18.5%	100.0%
Bhopal	Male	21.0%	5.0%	10.8%	13.5%	9.0%	13.0%	72.3%
	Female	6.5%	2.3%	4.5%	5.5%	3.5%	5.5%	27.8%
	Total	27.5%	7.3%	15.3%	19.0%	12.5%	18.5%	100.0%

**Source:** self-analysis

Chi-square results of Nagpur ( $\chi^2= 2.594$  df = 5 p=0.762) and ( $\chi^2= 1.379$ , df =5, p=0.927) of Bhopal also revealed that there was not a significant association between Gender and place of shopping for other reasons.

### **Results Interpretation:**

The results revealed from the above finding that the selection of shopping place for other reasons was not dependent on Gender in Nagpur & Bhopal.

- **Occupation vs. Place of Shopping and other Options:**

It was observed from the table 4.60 that majority of respondent from trade in Nagpur 14.3 percent were preferred Honesty in dealing transactions, 6.5 percent were liked other reasons, 5.8 percent respondent were liked Good security system which gives a sense of safety whereas 5 percent respondent were preferred

Transparency in transactions and 4 percent respondents were chooses the place of shopping with Greater possibility of getting discounts and offers and 2.3 percent respondents were chooses the place Referred by others.

The situation was little bit different in Bhopal 11.3 percent respondents of trade were preferred Honesty in dealing transactions, 7 percent respondents liked Where Greater possibility of getting discounts and offers, 6.3 percent respondents were liked other options, 4 percent respondents were liked

Transparency in transactions, 3.5 percent were chooses Good security system which gives a sense of safety and 3 percent preferred place which Referred by others.

Chi-square results of Nagpur ( $\chi^2= 31.740$  df = 20 p=0.046) revealed that there was a significant association between occupation and place of shopping for other reasons and ( $\chi^2= 23.057$ , df =20, p=0.286) of Bhopal revealed that there was not a significant association between occupation and place of shopping for other reasons.

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place for other reasons was dependent on Occupation in Nagpur but the selection of shopping place for other reasons was not dependent on occupation in Bhopal.

**Table 4.60: Occupation and other Option**

Name of the city where the respondent lives		Reason for choosing a place of shopping? Other						Total
		Honesty in dealing transactions	Referred by others	Transparency in transactions	Greater possibility of getting discounts and offers	Good security system which gives a sense of safety	Other	
Nagpur	Construction	2.8%	1.5%	1.3%	.8%	2.0%	1.8%	10.0%
	Trade	14.3%	2.3%	5.0%	4.0%	5.8%	6.5%	37.8%
	Manufacturing	4.0%	---	.8%	.8%	-----	1.3%	6.8%
	Public Service	6.5%	3.8%	2.5%	2.0%	4.0%	4.3%	23.0%
	Private service	7.3%	1.0%	3.3%	1.0%	5.3%	4.8%	22.5%
	Private service	7.3%	1.0%	3.3%	1.0%	5.3%	4.8%	22.5%
	Total	34.8%	8.5%	12.8%	8.5%	17.0%	18.5%	100.0%
Bhopal	Construction	4.5%	.8%	3.5%	3.8%	2.3%	3.0%	17.8%
	Trade	11.3%	3.0%	4.0%	7.0%	3.5%	6.3%	35.0%
	Manufacturing	1.3%	.3%	1.3%	.5%	.5%	.5%	4.3%
	Public Service	5.3%	.8%	2.5%	2.3%	1.5%	5.0%	17.3%
	Private service	5.3%	2.5%	4.0%	5.5%	4.8%	3.8%	25.8%
		Total	27.5%	7.3%	15.3%	19.0%	12.5%	18.5%
	Construction	4.5%	.8%	3.5%	3.8%	2.3%	3.0%	17.8%

**Source:** self-analysis

• **Education vs. Place of Shopping and other Options:**

It was observed from the table 4.61 that 18 percent graduates were preferred Honesty in dealing transactions, 11.3 percent were liked other reasons, 8.5 percent respondent were liked Good security system which gives a sense of safety whereas 6.8 percent respondent were preferred Transparency in transactions and 5 percent respondents were chooses the place of shopping with Greater possibility of getting discounts and offers & 4.5 percent respondents were chooses the place Referred by others in Nagpur.

In Bhopal 15.5 percent graduate respondents were preferred Honesty in dealing transactions, 7.8 percent respondents liked Where Greater possibility of getting discounts and offers, 7.8 percent respondents were liked other options, 6.8 percent respondents were liked Transparency in transactions, 5 percent were chooses Good security system which gives a sense of safety and 2.8 percent preferred place which Referred by others.

Chi-square results of Nagpur ( $\chi^2= 15.544$  df = 20 p=0.744) and ( $\chi^2= 19.609$ , df =20, p=0.483) of Bhopal revealed that there was a significant association between Education and place of shopping for other reasons.

**Table 4.62 (A): Education and other Option**

Name of the city where the respondent lives		Reason for choosing a place of shopping? Other						Total
		Honesty in dealing transactions	Referred by others	Transparency in transactions	Greater possibility of getting discounts and offers	Good security system which gives a sense of safety	Other	
Nagpur	Primary and Secondary	1.0%	.3%	.3%	.5%		1.3%	3.3%
	Graduate	18.0%	4.5%	6.8%	5.0%	8.5%	11.3%	54.0%
	PG	13.3%	3.5%	5.0%	3.0%	7.3%	5.5%	37.5%
	Doctorate	1.5%	.3%	.5%		1.0%	.5%	3.8%
	Medical	1.0%		.3%		.3%		1.5%
	Total	34.8%	8.5%	12.8%	8.5%	17.0%	18.5%	100.0%
Bhopal	Primary and Secondary	1.8%	.3%	1.0%	1.3%	.5%	.8%	5.5%
	Graduate	15.5%	2.8%	6.8%	7.8%	5.0%	7.8%	45.5%
	PG	9.0%	3.5%	6.3%	8.5%	5.8%	8.8%	41.8%
	Doctorate	1.3%	.5%	1.0%	.8%	1.3%	1.3%	6.0%
	Medical		.3%	.3%	.8%			1.3%
	Total	27.5%	7.3%	15.3%	19.0%	12.5%	18.5%	100.0%

**Source:** self-analysis

**Results Interpretation:**

The results revealed from the above finding that the selection of shopping place for other reasons was dependent on Education in Nagpur and Bhopal.

• **Religion vs. Place of Shopping and other Options:**

It was observed from the table 4.62 that majority of respondent from Hindu's in Nagpur 21.8 percent were preferred Honesty in dealing transactions, 15.5 percent were liked other reasons, 13 percent respondent were liked. Good security system which gives a sense of safety whereas 8.3 percent respondent were preferred Transparency in transactions and 5.5 percent respondents were chooses the place of shopping with Greater possibility of getting discounts and offers and 4.8 percent respondents were chooses the place Referred by others. But the situation was little bit different in Bhopal 16.3 percent respondents of trade were preferred

Honesty in dealing transactions, 15 percent respondents liked Where Greater possibility of getting discounts and offers, 11.8 percent respondents were liked other options, 9 percent respondents were liked Transparency in transactions, 8.3 percent were chooses Good security system which gives a sense of safety and 4.3 percent preferred place which Referred by others. Chi-square results of Nagpur ( $\chi^2= 35.867$  df = 20 p=0.016) and ( $\chi^2= 41.722$ , df =20, p=0.003) of Bhopal revealed that there was a significant association between Religion and place of shopping for other reasons.

**Table 4.62 (B): Religion and other Option**

Name of the city where the respondent lives		Reason for choosing a place of shopping? Other						Total
		Honesty in dealing transactions	Referred by others	Transparency in transactions	Greater possibility of getting discounts and offers	Good security system which gives a sense of safety	Other	
Nagpur	Hindu	21.8%	4.8%	8.3%	5.5%	13.0%	15.5%	68.8%
	Jain	2.3%	.8%	2.0%	.8%	.5%	-----	6.3%
	Buddha	7.8%	1.8%	1.8%	1.3%	1.8%	1.8%	16.0%
	Muslim	2.3%	1.3%	.3%	.8%	1.0%	1.3%	6.8%
	Christen	.8%	---	.5%	.3%	.8%	----	2.3%
	Total	34.8%	8.5%	12.8%	8.5%	17.0%	18.5%	100.0%
Bhopal	Hindu	16.3%	4.3%	8.3%	11.8%	9.0%	15.0%	64.5%
	Jain	3.0%	1.0%	3.3%	2.8%	.3%	.8%	11.0%
	Buddha	3.5%	.3%	1.5%	.3%	.5%	.3%	6.3%
	Muslim	4.3%	1.8%	2.0%	4.3%	2.5%	2.0%	16.8%



Name of the city where the respondent lives	Reason for choosing a place of shopping? Other						Total
	Honesty in dealing transactions	Referred by others	Transparency in transactions	Greater possibility of getting discounts and offers	Good security system which gives a sense of safety	Other	
Christen	.5%	---	.3%	----	.3%	.5%	1.5%
Total	27.5%	7.3%	15.3%	19.0%	12.5%	18.5%	100.0%

**Source:** self-analysis

**Results Interpretation:** The results revealed from the above finding that the selection of shopping place for other reasons was dependent on religious level in Nagpur and Bhopal.

• **House-Hold Size vs. Place of Shopping and other Options:**

It was observed from the table 4.63 that respondent of 3-4 member family in Nagpur were preferred Honesty in dealing transactions by 25.5 percent, 11.5 percent were liked other reasons, 11.3 percent respondent were liked Good security system which gives a sense of safety whereas 8.8 percent respondent were preferred Transparency in transactions and 7.3 percent respondents were chooses the place of shopping with Greater possibility of getting discounts and offers and 6.3 percent respondents were chooses the place.

Referred by others, it was 12.8 percent respondents of 3-4 member family were preferred Honesty in dealing transactions, 10 percent respondents were liked Transparency in transactions, 9.3 percent respondents were liked other options, 7.8 percent respondents liked.

Where Greater possibility of getting discounts and offers, 5.5 percent were chooses Good security system which gives a sense of safety and 4 percent preferred place which Referred by others in Bhopal.

Chi-square results of Nagpur ( $\chi^2= 13.281$  df = 10 p=0.208) and ( $\chi^2= 16.250$ , df =10, p=0.093) of Bhopal revealed that there was not a significant association between House-hold size and place of shopping for other reasons.

**Table 6.63: House-Hold Size and other Option**

Name of the city where the respondent lives		Reason for choosing a place of shopping? Other						Total
		Honesty in dealing transactions	Referred by others	Transparency in transactions	Greater possibility of getting discounts and offers	Good security system which gives a sense of safety	Other	
Nagpur	1-2 members	9.0%	1.0%	3.8%	1.5%	5.5%	6.3%	27.0%
	3-4 members	25.5%	7.3%	8.8%	6.5%	11.3%	11.5%	70.8%
	5 + members	.3%	.3%	.3%	.5%	.3%	.8%	2.3%
	Total	34.8%	8.5%	12.8%	8.5%	17.0%	18.5%	100.0%
Bhopal	1-2 members	13.8%	3.3%	5.3%	10.5%	6.3%	9.3%	48.3%
	3-4 members	12.8%	4.0%	10.0%	7.8%	5.5%	9.3%	49.3%
	5 + members	1.0%	---	----	.8%	.8%	---	2.5%
	Total	27.5%	7.3%	15.3%	19.0%	12.5%	18.5%	100.0%

**Source:** self-analysis

**Results Interpretation:**

The results revealed from the above finding that the selection of shopping place for other reasons was not dependent on House-hold size in Nagpur and Bhopal.

**4.13 Conclusions:**

Influence of media and mall on consumption behaviour pattern was analyzed in this chapter. Impact of media for product selection was categorizing into four options, such as advertizing, influence of person, referring survey and other options. The results revealed that product selection by advertisement were not associated by age group. all the respondents' were watching television; therefore, the consumers' of specific age group was not influence by ads on T.V. it does not

affects specific consumers' buying behaviour but **impact of media was increased by age, there was positive correlation between ageing and media, means aged people were influenced more by advertisements than young generation.**

Product selection by advertisement were not dependent on different income group, education gender & house-hold size. Buying behaviour of different items was equally preferred by male and female consumers, respondent dose not influence by the gender while purchasing. Product selection by advertisement was not dependent on different level of occupation in Bhopal but it was dependent in Nagpur.

Consumption behaviour in Nagpur was different from Bhopal. Level of occupation influence respondent's choice of the particular brand but it was not any influence in Bhopal.

Product selection by influence of peer group was not dependent on different age, income group, occupation, education & gender. Influence of peer group **was not dependent on different house-hole size in Nagpur but it was dependent in Bhopal.** House-hole size in Bhopal was influence respondent's choosing the particular brand.

The results revealed that product selection by **influence by friends were dependent on different religion in Nagpur but it was not dependent in Bhopal.** Religion in Nagpur was influence respondent's choosing the particular brand but it was not influence respondent's choosing the particular brand in Bhopal. The reason behind this fact may be social communication; generally people develop their social contacts with the people belongs to the same religion or same occupation. These social contacts become their peer groups and they try to imitate them by following their consumption behaviour.

The results revealed that product selection by referring survey was not dependent on different age, income, gender, occupation & house-hold size in both cities. Product selection by referring survey and level of **education was dependent in Nagpur.** Educated people were referred survey reports while shopping their product. Level of education was not influence respondent's choosing the particular brand in Bhopal city. The reason behind this pattern may be IT literacy of people of Nagpur. Referring survey was dependent on different religion in Nagpur and Bhopal. **Religion has great influence on respondent's choosing the particular brand in both cities.**

Indian consumer buying behaviour is influenced by freebies. Freebies are consumer products given free of charge as gifts to purchases of selected products above a certain value. TVs, washing machines, refrigerators, and readymade clothes are some of the product categories in which freebies are given to Indian consumers.

The results revealed that **product selection by other sources was not dependent on age, occupation, education & house-hold size in Nagpur and Bhopal**. But product selection by other sources was **dependent on different Income group in Nagpur** and it was different in Bhopal. Income was not any influence on respondent's choosing the particular brand in Bhopal and product selection by other sources was not dependent on gender in Nagpur but it was different in Bhopal. **Gender was a significant influence on respondent's choosing the particular brand in Bhopal**.

The results revealed that place of shopping by the selection of shopping place of availability of variety of goods; comfort & Status **were not dependent on different age, income, occupation religious, gender & house hold size in Nagpur and Bhopal**.

The selection of shopping place for other reasons **was dependent on age, occupation in Nagpur** but it was not dependent in Bhopal. It **was dependent on education & religious in Nagpur and Bhopal**.

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## Chapter 5

### Conclusion and Summary

#### 5.1 Conclusions of the Study:

The study examined the relationships among the constructs underlying consumption behaviour pattern of two cities Nagpur and Bhopal and various factors influence this pattern. Specifically, the study focuses on the following five questions: (1) Does there is a proportional relationship between income and consumption? (2) Is media becomes one of the important factors which influence consumption pattern of youth through extensive advertisement? (3) Is there any significant change in the behaviour of middle class families to going malls? (4) Does peer group become one of the dominant factors in changing consumption pattern?

The present findings contribute to the understanding of consumption behaviour on various expenses in both cities. The overall results of this study show that, Indian consumers of different social, cultural, economic and geographical background have strong influence of various factors.

The overall results of this study show that, consumer's behaviour in both cities was very complex in nature. No single factor seems to be dominant in influencing their pattern of spending. Consumers behave in a different manner according to their needs while spending on different items.

The following succinct conclusions were drawn from the results presented in chapters:

#### 5.1.1 Similarities and Differences of Nagpur and Bhopal Cities:

- Nagpur City has many distinctions. Popularly it is called the Orange City. Nagpur is a winter capital of the state of Maharashtra, a fast growing metropolis and third largest city in Maharashtra after Mumbai and Pune. Nagpur Metropolitan Area is the 13<sup>th</sup> largest urban conglomeration in India. Bhopal is known as the City of Lakes for its various natural as well as artificial lakes and is also one of the greenest cities in India.

- Nagpur district is 3.5 times bigger as compared to Bhopal district in terms of area, the total area under Nagpur district is 9,892 sq. km. On the other hand Bhopal District having 2,772 sq. K.m. This is one-third of area of Nagpur. This leads to high average density of 854 per sq.km. In Bhopal as 470 per sq, km. in Nagpur.

This difference also seen in other settlements like resource management, industrial growth, investment opportunities. Status of employment and income, social surroundings, occupational behaviour were almost similar in both cities.

- According to a survey by CII (confederation of Indian industries) – Institute for Competitiveness titled ‘Livability Index 2010: The best cities in India’, Nagpur city Ranks 19<sup>th</sup> overall out of 37 cities that were surveyed. It also states that Nagpur ranks 11<sup>th</sup> (with 26.11 %) as far as demographic advantage were concerned.

This is a big plus point for the city Whereas Bhopal rank 13<sup>th</sup> overall out of 37 cities and on the criteria of demographic advantage Bhopal city ranked 9<sup>th</sup> (with 28.66%).

- According to CII Live ability Index on Education & Constituents criteria Nagpur city Ranked 17<sup>th</sup> and Bhopal city ranked 16<sup>th</sup>. Evaluation on the basis of the level of Education Distribution in Nagpur score 56.96% and rank at 21<sup>th</sup> out of 37 on the other hand Bhopal score 59.30 % at 17<sup>th</sup> rank. On the basis of Occupation Level Distribution Nagpur score 54.90 % at 14<sup>th</sup> rank and Bhopal score 53.94 % at 18<sup>th</sup> rank

- According to the NSSO Report 61<sup>th</sup> Round (Number of usually employed per 1000 persons aged 15 years and above according to principal and subsidiary status taken together for each city) the percentage of usually employed female persons of Nagpur city was 21.2 % during 1993-94 increased to 28.9% by 2004-05 thereby gaining more than seven percentage points in a span of a more than a decade period. In case of males the situation was not difference as the percentage of usually employed male persons decreased from 72.2% to 72% during the same period.

The percentage of usually employed female persons of Bhopal city which was 17.6% during 1993-94 crashed to 15.1% by 2004-05 thereby losing more than two percentage points in a span of a more than a decade period.

The negative trends may clearly mean low level of employment generation or creation of fewer jobs which is a matter of concern to the job seekers who look to the national capital as natural destination for better/bright prospects. In case of males, the situation was optimistic, as the percentage of usually employed male persons increased from 68.5% to 78.2% during the same period.

- With regards to Sex Ratio in Nagpur (Dist) stood at 948 per 1000 male compared to 2001 census figure of 932. The average national sex ratio in India is 940 as per latest reports of Census 2011 Directorate & Sex Ratio in Bhopal (Dist), was 911 per 1000 male compared to 2001 census figure of 895.
- According to census bureau, NCAER data, Per capita income of Nagpur city was 5142 and per capita income of Bhopal city was Rs 2782 in 2009-10.
- In order to compare cities on the basis of balanced and integrated development and the growth rate, Nagpur is a potential city and it is developing with their optimum capacity. This growth center should be developed not only to direct some of the population that would otherwise come to Nagpur but also utilizing all the recourses for rapid industrialization.
- Average literacy rate of Nagpur (Dist.) in 2011 census was 89.52 compared to 84.03 of 2001. In which urban and rural literacy rate were 92.61 % and 82.81 % respectively. If we looked out at gender wise, male and female literacy were 93.76 and 85.07 respectively. On the other hand Average literacy rate of Bhopal (Dist.) in 2011 census was 82.26.  
In which urban and rural literacy rate were 69.36 % and 85.18 % respectively, which was quite low as compare to Nagpur Dist. Gender wise average literacy was 87.44 % in male and 76.57 % in female in the same period
- Though the economy of the Nagpur district cannot be termed agrarian in nature, agriculture is one of the most important pursuits of the people. In fact: its agrarian character was most predominant up to the first decade of this century.  
Nagpur district has 42 percent of workers engaged in agricultural activities as cultivators or agricultural laborers and the rest 58 percent in non-agricultural activities as per 1991 census.  
The percent of agricultural labour to total workers population is 15.7 percent as per 2001 census.
- It was observed from NSSO data (from 1887-2010) analysis that there is a significant change in consumption behaviour of families.  
There is significant change in the consumption behaviour of families. Expenses on food items were continue decreased by 16.25 percent in rural and 27.9 percent in urban areas, expenses on clothing and bedding was also declined by 26.87 percent in rural and 20.3 percent in urban area, whereas consumption of Non-food items were significantly increased by 28.89 percent in rural and by 36 percent in urban areas.  
**Alternative hypothesis that there is a significant change in the consumption behaviour of families was accepted.**



### **Effect of Malls on Consumption Behaviour in Both Cities:**

- Consumption behaviour also influenced by **availability of goods**, the place which have abundance of variety of goods was preferred by consumers, availability of good was defined by these parameters: Possibility of comparison of price and quality with other brands, Availability of quality products, Reasonable price, Customer friendly atmosphere and other reasons.
- The results revealed that the selection of shopping place of availability of variety of goods was dependent on Gender in Nagpur but it was not dependent in Bhopal. That means male and female consumer has different choices in Nagpur.
- 29.9 percent respondent were preferred super market for shopping, 29.3 percent respondent were go to the market, 22.3 percent were like to go mall whereas 15.4 percent respondent were like to shop from local shopkeeper and 2.6 percent respondent were preferred other sources for shopping in both cities.
- Consumption behaviour influenced by availability of goods, the place which have abundance of variety of goods was preferred by consumers, (33.9 percent) were like the place where Availability of quality products, 22.8 percent respondents were preferred a place of reasonable price, 16.3 percent respondents want Possibility of comparison of price and quality with other brands, 15.6 percent were like other reason and 6.4 percent respondents like Customer friendly atmosphere there.
- The selection of shopping place of availability of variety of goods was considered in Nagpur but it was not considered in Bhopal.
- Chi-square results of Nagpur ( $\chi^2= 28.742$  df = 12 p=0.004) and ( $\chi^2= 20.712$ , df =12, p=0.055) of Bhopal also revealed that there was a significant association between Religion and place of shopping for Status.

### **5.2 Consumer Behaviour Pattern of Nagpur:**

The results revealed that educated people of Nagpur referring survey while selecting a particular brand before buying because majority of people were educated and employment rate of the city was also high as compare to Bhopal. The MPC was 70 percent. Every 100 Rs increase in income will increase 70 Rs expense.

Expenses on rituals and other items were influence by House hold size in Nagpur. The purchasing decisions on grocery, house and children were influence by gender.

One of the reasons of this different behaviour was participation rate of working women in Nagpur and the other reason may be rate of literacy among women in Nagpur. spending on travel was influence by religion in Nagpur It can be concluded that people of Nagpur may be travel religious places together The most important findings of this study is that the purchasing decision on various items were not influence by ancestor property(house)in Nagpur.

This study proved that modern consumers were not behaving as mentioned in postmodern theories. Milton Friedman introduces PIH. In this theory consumers make their purchase decisions through permanent income, which was a recollection of past income levels. Influence of friends was also associated with Product selection RIH Proposed by James Duisenberg 1949 stated that the consumption and saving level of individual households will be affected more by peer groups and neighborhoods than by abstract standard of living, this supports the finding that **Consumer's imitated consumption pattern of their peer group conditionally, either because of large house hold size or when they belong to a same religion.**

The reason behind this fact may be social communication; generally people develop their social contacts with the people belongs to the same religion or same occupation. These social contacts become their peer groups and they try to imitate them by following their consumption behaviour.

### **5.3 Consumer Behaviour Pattern of Bhopal:**

- Influence of religion was very strong in Bhopal city especially on expenses on clothing. May be respondents of Bhopal consider their religion while buying cloths to maintenance of self-identity. MPC (54 percent) of Bhopal Every 100 Rs increase in income will increase 54 Rs expense in city, in Bhopal apart from expenses on Social functions and Health care all other expenses were influence and affected by level of Income. It was concluded that illness and social function (marriage) were treated as essential and argent expenses in Bhopal, people expenses on these heads beyond their financial capacity, either by borrowing or withdraw savings. Consumer are belong to the rigid constraints of traditional categories yet are rooted in the transitional phase of the third world standards. In Bhopal expenses on ritual were influence by house as ancestor property. Means there was association between rituals and ancestors property in Bhopal. This study proved postmodern theory PIH, which was propounded Milton Friedman.

In this theory consumers make their purchase decisions through permanent income, which was a recollection of past income levels. To assert the above stated fact, it was concluded that at some extent ancestor property helps to give confidence to consumer but present consumption is actually based on current income

#### **5.4 Economic Development of the Cities and Its Relationship with Pattern of Consumption:**

- According to principal and subsidiary status taken together for each city) the percentage of usually employed female persons of Nagpur city was 21.2 % during 1993-94 increased to 28.9% by 2004-05 thereby gaining more than seven percentage points in a span of a more than a decade period. This economic environment empowered women to take decision in families; they have influence in purchasing many items in their families. Demography of city (948/1000 sex ratio) also strengthen position of women in city. According to census bureau, NCAER data, Per capita income of Nagpur city was 5142 and MPC of Nagpur was 70 percent, which was quite high as compare to Bhopal 54 percent. Urban literacy rate in Nagpur district was 92.61 % (census 2011) influence consumer to expenses on education, clothing, children, travels, grocery and hotels, they refer surveys of particular brands before shop their brand product.
- The percentage of usually employed female persons of Bhopal city which was 17.6% during 1993-94 crashed to 15.1% by 2004-05 thereby losing more than two percentage points in a span of a more than a decade period. This will lead to social backwardness and economic dependence in women; they do not have independent choice to punches for family. Sex ratio 911/1000 also indicated inferior position of female in city. According to census bureau, NCAER data, Per capita income of Bhopal city was Rs 2782 in 2009-10. This was main reason of low MPC in Bhopal 54 percent as compare to Nagpur which was 70 percent. Dominance of Muslim population was more in Bhopal; it was reflected in expenses on clothing, which was influence by religion.

#### **5.5 Implications of the Study:**

The research findings in general reveal that proposed consumption behaviour is tenable in the context of social and economic environment of respondents.

This empirical study provides more complete understanding of the constructs by which behaviour of consumer is formed.

The findings of this research generate a number of valuable implications for both academia and marketing agencies.

- The findings of this study has contributed to the literature by being the distinctive one providing comprehensive frame work from which to assess the influence of various variables to understand the structural changes in consumption pattern of people of two different cities.
- Research also helps to evaluate strength and limitations of different types of measures used in studies of consumption and to analyze the importance of changing pattern and impact of consumption on life style
- Another assertion is that the lack of empirical knowledge about the influence of buyer's characteristics including psychographics towards the choice of brands and place of shopping and inter-relationship between the factors influence consumption.

Therefore, it will also be the unique one to consider how buyer's characteristics influence on choice of brands and place of shopping.

- This research also highlighted some empirical considerations when using consumer's ever changing demographics and psychographic dimensions for segmenting retail customers.
- Consumption of necessary products, on the other hand, is in most cases seen as a mere routine and necessary task for a vast majority of households.  
Thus, findings of this study addressed critical issues of shopper behaviour by developing an integrative theory supporting the sequential structure of the constructs in market strategy and patronage behaviour model.
- This research furthers the theory on consumption behaviour by focusing on consumer's choice decision making among organized and unorganized retail formats (neighborhood kirana, and supermarket).
- In addition, the study has expanded the body of knowledge by exploring and examining the impact of temporal attributes and situational factors such as advertisements, influence by peer group, referring survey and impact of media.
- Finally, given the absence of published academic literature relating to consumption behaviour.
- This study may serve as a departure point for future studies in this area of concern.

## **5.6 Limitations of the Study:**

The present research is a starting point for a new direction in studying the effect of various factors & consumption behaviour; it has encountered a few limitations. The following limitations of the study are as follows:

- This study is limited to consumption behaviour of two cities Nagpur and Bhopal only.
- The study subjects were consumers, who are above 20 years old and belong to various socioeconomic classes (SEC) in two cities of Nagpur and Bhopal.
- In completing the study random questionnaire survey technique was applied, some of the respondents have been given opportunity to furnish it at their residence instead at work place because of time constraint.
- Accuracy of the data collection process is contingent on whether or not researcher who administered the questionnaire followed the guidelines.
- This study is a cross-sectional for gaining wider perspective on consumption behaviour.
- Although sample size is scientifically determined and found acceptable yet it is to be increased for generalization of findings to the whole population of the study.
- More importantly, Available resources (time and money) placed constraints on the size, depth and time frame of the study. Care was taken throughout the research process to eliminate or at least minimize the stated and unforeseen limitations of the study.

## **5.7 Summary:**

Consumption is a social, cultural, and economic process of choosing goods, and this process reflects the opportunity and constraints of modernity, especially, when it is promoted by advertisement and urban spaces from shopping malls to small shops' where they are displayed, viewed and bought.

Everyday life in the twenty-first century offers multiple instances of consumption that can be studied in many ways. The focus of this study is neither to commend nor condemn consumer culture, but to understand how, why and in myriad ways people learns to consume the way they do. Provide evidence to the fact that consumerism is practices, ideologies and attitudes towards consumption as an inevitable aspect of human civilization it. In this respect, we selected two cities Nagpur & Bhopal for our investigation.

The sampling frame for the present research study would be comprised of adult respondent of selected zonal area of two cities of Nagpur and Bhopal. Each city is classified into four different parts, based on geographical location, East, West, North and South using their Municipal Corporation's zonal division, as the source.

The sample will be collected with the help of random sampling, which ensures that each of the samples of size  $n$  has an equal probability of being picked up as the chosen sample. Total 800 responded were surveyed for our empirical study. 400 respondents from each city. This was deliberately attempted to bring forward the hypothesis that consumers are treated equally irrespective of their social position in the society. The dynamic character of consumption depends on the nature of the society and economy. Variations in consumption are visible in different societies, as their existence a difference in environmental, social, economic and cultural contexts.

There are many factors causing these constraints on consumption options. Income is not the only one. This study contributes to a deeper understanding of the impact of different factors on consumer buying behaviour. It analyses the relationship between several independent variables, such as Income, Education, House-hold size, Religion, Age, Gender, State of life, and marketing mix factors, and consumer behaviour (as the dependent variable). The most important are the certain hypotheses that have come into highlight in the research. These are as follows:

- There is a proportional relationship between income and consumption.
- There is a significant change in the consumption behaviour of families.
- Media is one of important factors which influence consumption pattern of youth through extensive advertisement.
- Demonstration effect is one of the dominant factors in changing consumption pattern.
- Past consumption determine the present level of one's pattern of consumption

For testing Hypothesis, multiple regressions were used to analyze the effects of respondent characteristics i.e. continuous demographic variables including age, monthly household income, and house-hold size. Multiple regression models (Stepwise forward) were fit for each of the two levels of format choice using a minimum inclusion alpha ( $\alpha$ ) of 0.05. This technique allows for testing the unique contribution of different subsets of independent variables.

Various classical, neo classical and modern consumption models were studied, in which consumers face uninsurable labor income risk, impact of peer group, economic-cultural environment and social status etc. Various aspects of the economic life of Nagpur and Bhopal cities have been described. The basic information on agriculture, industries, finance, trade and commerce, education, living standard and miscellaneous occupations describes the structure of the economy of the cities in the past and the present. The object was not only to explore all realistic and objective picture of the economy of the cities but also to find out the similarities and differences of both cities.

The findings of this study reveal that consumer expenses were subject to the income constraints of an individual. However, Consumer's current disposable income has very strong influence on their consumption behaviour. Additional and other source of income does not considered by respondent while spending on their monthly needs. But these exceptions cannot be generalized because many other factors were also having impact on consumption pattern. The most interesting finding was that the expenses on house, children, grocery, ritual and other items were influence by **age** but expenses on hotel, travels, clothes, health, entertainment and social function does not are not dependent on consumers' age factor.

Not surprisingly, singles, students, and several adults clearly spent the most on leisure-time pursuits as compared to older people, families and households due to lack of family responsibility. This proves the fact that they are careful or at least try to keep a balance between their income, social class and demographical sensibilities. The monthly expenses on house, clothing, children, grocery, travel and other expenses were influence not only by level of **education** but also by the **size of house-hold**. However these expenses were associated with family and liabilities. They were positivity associated with consumption. At a certain (socio-economic) level or life-course stage one no longer devotes growing amounts of time and money to recreational shopping or buying new products ever more frequently. Thus, it looks as though the consumer is (at least unconsciously) quite capable of adjusting not only his/her patterns of consumption in sync with the changing socio-economic situation.

Socio-cultural deference matters while analyzing expenses decisions on grocery, house and children were influence by gender in Nagpur but in Bhopal expenses on various items were not influence or effected by **gender**. One of the reasons of this different behaviour was participation rate of working women in Nagpur and the other reason may be rate of literacy among women in Nagpur.

Another reason to conclude this was education. Grocery, children, hotel and travel were similar trend of consumption in both cities. Buying behaviour of these heads was influence by level of **Education** in Nagpur and Bhopal.

Product selection by advertisement was not dependent on different age group. Most of the respondents' were watching television; therefore, the consumers' different age group was influence by ads on T.V. which affects most consumers' buying behaviour but impact of media was increased by age, there was positive correlation between age and media, we can say that aged people were influenced more by advertisements than young generation.

In order to assert the above basis of our research we find that the purchasing decisions on travel were influence by **religion** in Nagpur and in Bhopal expenses on clothing was significant with religion. It can be concluded that people of Nagpur may be travel religious places together and may be respondents of Bhopal consider their religion while buying cloths to maintenance of self-identity. However, the most important findings of this study is that the purchasing decision on various items were not influence by **ancestor property** (house) in Nagpur but in Bhopal expenses on ritual were influence or effected by house as ancestor property. Means there was association between rituals and ancestors property in Bhopal. This study proved that modern consumers were not behaving as mentioned in postmodern theories. Milton Friedman introduces PIH. In this theory consumers make their purchase decisions through permanent income, which was a recollection of past income levels. To assert the above stated fact, it was concluded that at some extent ancestor property helps to give confidence to consumer but present consumption is actually based on current income.

RIH Proposed by James Duisenberg 1949 stated that the consumption and saving level of individual households will be affected more by peer groups and neighborhoods than by abstract standard of living, this supports the finding that Consumer's imitated consumption pattern of their peer group conditionally, either by house-hold size or when they belong to a same religion.

The reason behind this fact may be social communication; generally people develop their social contacts with the people belongs to the same religion or same occupation. These social contacts become their peer groups and they try to imitate them by following their consumption behaviour. Educated people were referred survey reports while shopping their product. There is positive association of education and referring survey in Nagpur while selecting a particular brand.



Finally, present research appears reasonably capable of predicting the observed effect of selected variables on consumption behaviour. The research developed here is limited by the data to implications obtained from analysis under conditions of nine variables. But by its nature the research emphasizes those dynamic changes which can affect buying behaviour. More generally, the implications of research are not limited to effects of consumption, or socio-economic differences, or comparative consumption analysis. The approach would also seem to be applicable to the study of any other variables that affect the consumption behaviour in progressive society.

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## About the book

*The dynamic nature of human needs gives consumption a dynamic character. Consumption is one of the bigger concepts in economics and is extremely important because it helps determine the growth and success of the economy. Human needs are always subjected to continuous change. Capable of changing or being changed is the important characteristic of consumption which make it dynamic in character. Variations in consumption are visible in different societies, as their existence makes a difference in environmental, social, economic and cultural contexts.*

*Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. The retail sector in Indian has been seen a drastic transformation and rapid growth since the last decade. Furthermore, shifting demographics, increasing disposable money, changing lifestyles, and rising consumer expectations resulted in today's consumers becoming more knowledgeable, more sophisticated, and more demanding.*

*The present book entitled "Mall Media and its impact on Consumption behaviour" is based on the significant expansion in consumption and impact of media. It will observe that whether different source of media and malls influence spending power of individual's ability.*

*The study has been confined to the state of MH and M.P, but the findings shall be equally applicable to all over the country. The author has examined the key consumption categories that continued to grow and influence composition of consumption. The changing structural composition of consumption will accelerate new demand in various sectors. It will be useful for organized retailers for expansion of their business plan. In addition, the study has expanded the body of knowledge by exploring and examining the impact of temporal attributes and situational factors such as advertisements, influence by peer group, referring survey and impact of media.*

## About the Authors



*Dr. Ritu Tiwari is the Head, Department of Economics, D.A.K. College, R.T.M Nagpur University, Nagpur. She has contributed many articles and research papers in referred journals and books of social sciences, apart from presenting a number of papers at various national and international conferences. Dr. Ritu Tiwari has already published seven books, viz., 'Inclusive Growth and Service Sector', and 'Handloom weavers: Is Gov. Policies help them?', "Consumption behaviour of two cities: Nagpur and Bhopal" and three course book by MP Hindi Granth Academy and one course book on Macro Economics. She is Editor of 'Vishleshaka', Bi-Annual National Referred journal of Economics, published by*

*the Department of Economics, D.A.K. College, R.T.M Nagpur since 2012. She organised two National Conferences and Contributed many National, International conferences. She is Executive member of Indian Economic Association, Member of MPEA and World Economic Association as well. Her areas of interest are Consumption Behaviour, Small and Cottage Industries and Woman Empowerment.*



Kripa-Drishti Publications  
A-503 Poorva Heights, Pashan-Sus Road, Near Sai Chowk,  
Pune – 411021, Maharashtra, India.  
Mob: +91 8007068686  
Email: editor@kdpublishations.in  
Web: <https://www.kdpublishations.in>

ISBN: 978-93-90847-84-6



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