Preface

In the new millennium, India is becoming home to the largest population of teenagers anywhere in the world consisting population of 253 million (10 to 19 years) which is more than the total population of G7 countries. Teenagers are an interesting segment of our society and are known to be important groups for malls. They are self assured, with three – quarters or more of them agreeing with the statements "I trust my own judgments a lot" and "I have a very clear idea of my objectives and goals in life". Beyond the growth in teenager's population, marketers cannot afford to ignore that they are powerbase of spenders and influencers. They are active consumers in terms of money they spend, as well as in the influence they make on their families and on societal trends.

This research aims at studying the changing shopping trends of teenagers in the Indian economy and their behavior while visiting or making purchases in the newly opened malls. It explores the purpose and motive behind their visits, the values they derive from the shopping trip, their shopping behavior in terms of impulse purchases, time and money spent, their choices, preferences and factors affecting their buying decisions in shopping malls.

To secure the most effective results from the present study, a methodology was developed to study sample of 10 shopping malls (two from each city). The sample size was 500, 100 from each city and 50 respondents from each mall. Further, a set of questionnaire (consisting 21 structured questions) was finalized after pilot testing for getting in depth information regarding buying behavior of teenagers. An attempt was also made to study retailer’s perspective regarding buying behavior of
teenagers in shopping malls. The collected data was later edited, analyzed and interpreted. The survey was carried out in the five major cities of Rajasthan; namely, Ajmer, Kota, Jaipur, Jodhpur and Udaipur.

There are six chapters in the thesis. The first chapter contains the Indian scenario of the retail industry. The second chapter comprises the research methodology. The third chapter incorporates the analysis of behavior of teenagers in selected shopping malls, based on the primary data collected by the researcher. The fourth chapter contains the analysis of data regarding behavior of teenagers on the basis of socio-demographic variables (gender, occupation of parents and family income). The fifth chapter comprises the factors affecting the consumer behavior and promotional strategies adopted by shopping malls to meet the needs of teenagers. Findings, suggestions, hypothesis testing and conclusions are given in the sixth chapter.

(Ruchika Jhuraney)
Research Scholar
RS. No. 0492/11