Conclusion

This brings one to the end of the research study on shopping malls in Kolkata. The study had started with raising some important questions on the issues involving the rise of consumer culture in India. As one progressed though the chapters, there was a gradual unveiling of the various issues that were raised in the process. The aim of this research was in understanding the changes occurring in the mindset of the people of Kolkata with respect to the rise of the culture of consumerism gripping the city in the post-liberalisation era. While conducting the study, several aspects came into the forefront, of which an important aspect was the changing perception of the people towards this new culture of consumption. Kolkata's metamorphosis from a city of urban decay into an urban metropolitan India is evident in the structural changes that the city has witnessed in recent times. Its rapidly altering landscape with improved urban amenities has helped in the creation of a new hope among its people. The city landscape bears the imprints of the new developments, which are reflected in the rising skyscrapers, connecting flyovers and the bedazzling shopping malls. All these and more engulf the young, shiny young Kolkatans who have swum up in hoards into these new commercial joints of the malls and the multiplexes in search of newer forms of leisure. Kolkata is witnessing the rise of such shopping complexes within a span of few years and in this respect it can be pointed out that 'Marxist mall' is not an oxymoron anymore.

Mall mania has definitely gripped the city of Kolkata and this is reflected in not only the mushrooming of the new malls at various parts of the city, but also in the sentiments of the people. The appeal of the mall as a new phenomenon of shopping has affected across the various age, sex and economic strata of the city. Within the age strata, the concept has been most successful among the younger generations (age group belonging 15 to 35 years) who have welcomed this new culture and have accepted malls as a part of their everyday life. Malls act as a major source of entertainment to these young crowds who flock to these places at various times of the day. They constitute a major portion of the crowd who regard at malls as a favorite place for hangouts. Interestingly the concept of malls has also gained popularity among the aged population.
who are the retired individuals. This is especially true in case of the City Centre Mall where these retired aged individuals meet up within the premise and are often engaged in leisure activities. Another section of population that has welcomed these new spaces of consumption includes the housewives who have taken hardly any time in shifting their shopping preference to these malls. The mall’s ambience, along with its cleanliness, sanitized sameness and standardized products without the harrowing experiences of hassling with the hawkers has led to its becoming a popular destination among these housewives.

The gaining popularity of the mall as a sphere of consumption can be accorded to the changing perception towards the act of ‘shopping’. Shopping as an activity has witnessed a gradual transformation evolving from the simple act of purchasing of goods and services to becoming an act of recreation and entertainment. So, unlike earlier times when the common man in Kolkata shopped to fulfill the basic necessities, in modern times, the act does not limit itself only to this aspect. Rather it has over ceded its necessity character and has taken a therapeutic character. So individuals are not engaged in the act out of necessity but for the sake of the enjoyment they get out of the action. Kolkata, which grew up with a traditional mind-set, witnessed a changing perception towards the nature of shopping. The study indicated that about 38 per cent of the respondents felt shopping as a pleasure giving activity while about 23 per cent considered it as a leisure activity. So it is this changing mindset of the people in Kolkata towards the concept of shopping as a pleasure and leisure activity, which the present study wanted to grasp. This also brings one to look into the ‘impulsive buying’ as a new characteristic that has come up among the consumers in Kolkata. The study points out that for those consumers who regard shopping as a pleasure giving activity, their impulsive buying nature is quite high. There are 28 per cent of the respondents who go frequently for impulsive shopping. Respondents of both these categories seek enjoyment and delight through the act of shopping. This is considerably high in comparison to those who view it as a necessity or a boring activity. Commenting on the changing attitude of the people of Kolkata, Mr. Rahul Saraf, a developer of shopping mall, claims that: “Calcutta has really suffered from perception.... The generation that saw the city
gradually lose its glory went into a shell..." But things are changing in recent times and "the next generation wants to emulate exactly what's happening elsewhere in the world"¹²⁹.

This also brings one to look into the structural changes that have been taking place in the markets in Kolkata. With the changes taking place in the meaning and concept of marketplaces, the same are reflected in the transformation of the architectural forms of the markets. So, on one hand, there is the development of the new forms of market structures taking place in the form of the shopping malls; while on the other, there is a subsequent breakdown of the old form of market structures which were a part of the older traditional structures. An interesting observation that comes up is the role of government in the promotion of the changes. The government’s incentives in the breakdown of the older marketplaces for the construction of the newer forms are worth studying. An incentive, which started with the “Operation Sunshine” whereby there was the eviction of the hawkers since the 1996 onwards, continues in the recent time with probably a greater vigor and vengeance. This state backed program of beautification of the city has left several negative repercussions for those small scale traders whose livelihood has come under a major threat¹³⁰. Though the benefit of such initiative has been manifested as profit for the larger traders who are being allotted prime plots for their developments, it has, however, left numerous others, whose daily sustenance depended on the day to day sale of the products in these numerous makeshift shops, standing in the verge of poverty. The privatization of public places in the creation of the shopping centres has resulted in the ‘domestication’ of the streets, making shopping hassle free for the majority of the middle class consumers. Yet the cost at which this has been achieved is a question worth asking. These unheard voices of protest are being ruthlessly trampled upon by the forces, which are greater in nature and power. As a result of which one cannot help but ponder on the politics of power interplay that has been persisting in

¹²⁹ Calcutta on a Roll, in Far Eastern Economic review; April 29, 2004
¹³⁰ For further read there are articles on this burning issue, which are being discussed in the forums which talk about the government’s preoccupation on the issue of one-sided developments without looking into the issue of the sick industries that are crippling the city. This issue is being discussed in the article “Wages to survive on, work for workers, factories on industrial land. That is what we demand”. http://sanhati.com/literature/253/
helping in the construction of the new places of consumption. In this process what the city is loosing is its unique characteristic features that each market possesses, and, sadly, nothing is being done to bring this to a halt. So it will not be wrong to conclude that the rise of the shopping mall coupled with the demolitions of the market places strikes at these very foundations of relations, which is a rarity in these malls.

However the main question that still remains is whether Kolkata will be able to sustain this rapid consumerist culture that is gripping the city and transforming its basic characteristic features. As time has witnessed, any change which is imposed externally without a change in the basic structural nature fizzes out in the long run. So does the same hold true for the consumerist culture in Kolkata? An answer to that would lead to a critical analysis of the shopping malls from a new perspective. It is true that people are being affected by this new culture; however, the rate at which there is a construction of these malls at the various nooks and corners of the city makes one ponder on the profitability of these places. An interesting case that has come up and has attracted the attention as a researcher is the slowing down of one of the malls that were a part of this study. The mall in discussion is none other than the The Gariahaat Mall which started with such fanfare, but is not able to sustain its hold in the growing market competition. As a result the mall is suffering a decline in the footfall and unless some drastic steps are taken, the future of its existence is under a major threat. As a shopping complex that had been functional since only for two years, such kind of threat to its existence shows the stark reality of the indiscriminate rise of the shopping malls in Kolkata. With such rapid development of such malls it’s not long that Kolkata will start having its share of the concept of the “dead mall” which has been a threatening issue in some of the other parts of the country. So according to the words of architect Unmesh Kirtikar, who is also the joint secretary of the think-tank body, Centre for Built Environment: “Unless there’s a check on indiscriminate development and people keep coming into retail without critical inputs, we will soon have to do adaptive reuse of many derelict malls” (The Telegraph, Friday, January 25, 2008).

Interaction with some of the shop owners within the mall both at City Centre Mall and The Gariahaat Mall reflect their fears of facing loss in having stores in
such expensive malls. As a result they are contemplating the shift of their outlets to some other markets which will help them to survive the competition. Though the effects of losses are hard hit on small shop owners in comparison to the branded stores, yet the latter ones are also not immune to the losses. In The Gariahaat Mall for example Gatha which is considered as a premium brand in women’s wear shifted their outlet as they were not satisfied with the sales figures from the outlets. Though the retail-real estate fraternity is yet to recognize doomsday in the The Gariahaat Mall fiasco, by labeling it as a one-off failure, triggered by inherent flaws in design, product-mix and management, yet it will not be long that such phenomena of dead mall will become rampant in Kolkata. Also one cannot for long ignore those voices of unrest which are being trampled in the name of development as it will trigger of a series of protest which will then turn into an issue of greater complexity. So what is required is a balanced development of these markets and this can be better achieved by the government’s incentives.

The changes, which are taking place in Kolkata, are the reflections of the macro level changes taking place in the country as a whole. So the inferences that have been drawn from the study also have their effects in the macro-socio-economic structure of the country. India too has been undergoing a lot of changes in its socio-economic and cultural dimensions since its start of the liberalization and globalisation processes. The result has been dramatic in nature, which has instigated studies on these new changes. By the study of the shopping malls in Kolkata, the aim lies in understanding from a macro perspective the broader social changes that are taking place. The Indian economy in particular had witnessed several changes in the economic scenario, of which the major one included the shift from the state centric welfarism to a market driven economy. On top of that the process of globalisation affected India in every sphere - be it economic, social, political or cultural. The rapid economic growth, coupled with an expansion of the middle class and the spread of the global culture has led to the development of a culture of consumption. The study of this culture of consumption or consumerism in the context of a developing country like India needs to be understood in correlation with factors, which include globalization, rise of excessive materialism, and westernization. Consumerism in India developed in the latter part of the twentieth century, especially after the era of liberalization and the opening up of the market to Western products. With the opening up
of the economy, from 1990s onwards, there was not only an inflow of western products, but also an infiltration of the new culture, which was based on the values of the western society. It is this changing society that the present study tries to capture, vis-à-vis the study of the new culture as represented in the new sites of consumption, which include the shopping malls. The study has tried to understand the triangular relationship that exists between globalization, modernity and consumerism in the Indian context vis-à-vis the rise of the shopping malls.

So in this respect one needs to talk about the great Indian retail revolution that has been happening in India. It is true that this industry in the recent times have been experiencing a booming growth with several Indian and global players developing various strategies in entering the fast paced and growing market. This is followed by some major changes in the whole retail industry whereby the traditional marketplaces are giving way to the more organized market that is coming up in the shapes of shopping malls, departmental stores, hypermarkets and specialty stores. So the question that comes up is what really is making the Indian retail industry a growing business?

The answer is revealed through understanding the target consumers that this business is aiming its development upon. It is the growing middle class, with its double income households and the large young working population, which is supporting the rise of the industry. This growing class has significantly increased the country’s total disposable income, which has resulted in a significant shift in the lifestyles of the class. Along with this came the shopping malls, which were launched since 1999 onwards, and since that day onwards India has witnessed a significant rise in the shopping malls in its various nooks and corners. Though India had the experience of such malls way back in the later 19th century\textsuperscript{131}, yet they did not gain the same glamorous status as the present one. The reason lies in the difference in the nature of philosophy that was attached to the whole concept of shopping which gained new dimension of ‘entertainment’, which is definitely a product of a postmodern society. This is followed by a huge section of population for whom spending has gained more importance over saving. According to this study conducted at Kolkata shopping malls about 60 per cent of the couple who were contacted in the malls belonged

\textsuperscript{131} If one were to define shopping centres or malls only as enclosed shopping spaces, then Mumbai’s Crawford Market (opened in 1869) and Kolkata’s New Market (1874) surely have the pride of place as the pioneering malls in India.
to the double income. This indicated that an increase in the income level of the family led to an increase in the disposable income, which facilitated the indulgence on activities, related to shopping or other forms of entertainment. So there is this new generation of the middle class who by virtue of their steady rising incomes are exposed to a larger choice in goods and commodities, which they can now indulge in. Along with this is the rise of the new spaces of consumption, which has facilitated this ‘choice generation’ in satisfying their needs and desires. In the city of Kolkata itself there are about approximately twenty five malls mushrooming at various parts of the city, indicating the rising expectations and the changing trends of the people towards this new culture of consumption.

Yet, despite these changes, the mall mania of the last few years indicates a change in shopping patterns, as the wild exuberance in retail expectations may be misplaced and the real revolution is still waiting to happen. Also another question that comes up is who are the target sections that the so-called retail boom has touched? Who exactly are the middle class Indians, who are exposed to such branded products? Here one cannot but reflect upon the observation that consuming is not the same as consumerism, and the Indian middle class is too weak to make that transition (Gupta 2000, pp: 8). The reason behind this is that, the study indicates that even though ‘mall culture’ has started coming up in the city, yet there is always this question among the retailers about the success of their outlets. For example in this study one of the main finding which indicates the infancy of this new culture is based on the findings of the consumer’s activities within the mall. While talking to the respondents it was a common view that the visits to these shopping malls are not always undertaken for the purpose of shopping. This was supported by the data which showed that a large percentage of mall goes went for the ‘window shopping’ or eating out or for watching movies. It was incidentally about 27 per cent of the respondents who actually regarded shopping as a primary activity while visiting the malls. This can be interpreted in various ways, one of which can be to say that Kolkata is witnessing a retail revolution whose pace is so fast that it may be difficult to sustain in the long run without the support of some other factors which are both socio-economic in nature. The other factor involves more socio-psychological perception wherein in developing countries like India, unlike its western counterparts, consumerism is still looked down upon as a selfish action. This is because, in the western context consumerism is based
on a very strong middle class, which has a wide base from the economic point of view whereas in the context of the developing countries like India where there is still a predominance of poverty and human degradation, it is viewed as a negative force. Thus in a developed country, consumerism is seen as an engine of economic progress and an active agent of consumer satisfaction, whereas in the developing nations like India, the same is viewed as a marker of social differentiation bringing in alienation and symbol of wealth. Also in this context it should be noted that modernity is a continuing process and not a finished product. Even among the respondents there were some whose views reflected the concern for this new culture of consumption which was felt as more of “a fashion, rather than a necessity” or “as a tendency to copy the foreign world”. It was also seen as an “unnecessary wastage of money which has become a craze for the young generation and creates a competitive attitude among youngsters”.

Also as of now, most modern retail offerings and brands in India today are being structured to attract the same premium customer base. So a retail evolution will only take place when brands with product offerings will become available that can meet the needs and budgets of the real Indian middle class. Till then these new spaces of consumption will stand out as spaces for either ‘window shopping’ or a place for ‘hang-outs’, which will in long term put a question on sustainability of these places. As a result of which it will not be far that the fates of the shopping malls in India will reflect the same as that which have occurred in America and then it will not be long that the rise of the ‘dead malls’ will become a rampant phenomenon. Mall developers are trying to adapt as best as they can, but most of them are yet to learn the nuances of the consumer market. The major problem that these malls are facing is the decline in the footfalls resulting in lowering sales for the tenants, except for the food courts or the multiplexes which have their own share of profits and are benefitting from those window shoppers. There is a lack of differentiation in product and service offered between the shopping centres and, with nothing distinctive on offer, repeat visits and - more important - repeat purchases are challenging. There is competition for customer traffic between the shopping malls (such as Kolkata’s newly opened South City, which is in competition with the The Gariahaat Mall), and also between the shopping centres and the traditional high street markets (like the Gariahaat market and the The Gariahaat Mall). For most part, shopping mall development in India in recent years
has been seen as an aspiration to be fulfilled - hence, the most important factors have been the size of the shopping centre, quality of fixtures and marquee tenants who can provide the glamour or the legitimacy. The focus has been more on the "positioning". The business will begin maturing and will begin to take on developmental leaps forward only when these centres are seen as commercial infrastructure to be planned with the end-consumer in mind, and to be serviced over a certain lifetime. Until then, one can look forward to announcements of many hundreds of shopping centres, actual launch of only a few hundred, and the conversion of many of those into uses other than as shopping centres within a few months or years of their launch. Also from the sociological point of view the success of these sites of consumption will take place only with the changes in the socio-economic conditions of the society and a change in the perception of the people from viewing shopping as a form of entertainment.
INTERVIEW SCHEDULE -I

"SOCIOLOGY OF CONSUMERISM: A STUDY OF SELECT MALLS IN KOLKATA"
Consumers at the Malls

Identification Particulars

1. Name of the correspondent: ______________________________

2. Age:
   a) Below 15 yrs        b) 15 – 25 yrs
   c) 25 - 35 yrs         d) 35 –45 yrs
   e) Above 45 yrs

3. Sex: Male/ Female

4. What is your educational qualification? ______________________________

5. What is your occupation?

<table>
<thead>
<tr>
<th>Nature of occupation</th>
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<tbody>
<tr>
<td>Teachers/Professors</td>
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<td>Private employees</td>
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<tr>
<td>Business</td>
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<td>Not working (specify- student/ housewife, etc)</td>
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</table>
6. What is your annual income:
   a) Below 1lkhs  
   b) Within 1-2 lkhs  
   c) 2-4lkhs  
   d) 4-6 lkhs  
   e) 6-8 lkhs  
   f) 8-10 lkhs  
   g) Above 10 lakhs

7. No of earning members in the family? ________________________________________

8. What is your annual income of the family (including you)?
   a) Below 1lkhs  
   b) Within 1-2 lkhs  
   c) 2-4lkhs  
   d) 4-6 lkhs  
   e) 6-8 lkhs  
   f) 8-10 lkhs  
   g) Above 10 lakhs

9. No of dependents? ____________________________________________________________

10. Marital Status: married / unmarried

11. If married does your spouse work? Yes / No

12. If married, how many children do you have? ___________________________________

13. Religion: _________________________________________________________________

14. Which state do you belong? : ________________________________________________

Perception and attitude

15. Where do you usually go for shopping?
   a) Bazaars  
   b) Malls  
   c) Roadside stalls

16. Do you visit shopping malls? Yes / No

17. If yes, then how often?
   a) Once in a week  
   b) Once in two weeks  
   c) Once a month  
   d) Once in year
18. What are the activities do you usually engage in, in a shopping mall: (rank them)

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<thead>
<tr>
<th>No</th>
<th>Activities</th>
<th>Rank</th>
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<tbody>
<tr>
<td>1</td>
<td>Movies</td>
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<td>2</td>
<td>Shopping</td>
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<td>3</td>
<td>Eating</td>
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<td>4</td>
<td>Window Shopping</td>
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</table>

19. Do you agree that malls are better places to shop?
   a) Agree                b) Strongly agree
   c) Disagree             d) Strongly Disagree

20. If you agree/strongly agree give reasons:

20.1 Views relating to:
   (i) Environment (as in the mall atmosphere in comparison to the market place)
   (ii) Availability of goods and products under a single roof (from pens to cars)
   (iii) Both foreign and Indian unique/specific products
   (iv) Time factor
   (v) Wider range of products/services
   (vi) Shopping as a pleasurable activity (the consumers have the feasibility to actually look through and choose own products)
   (vii) Tension free (no chance of haggling)
21. If you disagree/ strongly disagree give reasons: __________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
Views relating to:
(i) Price: __________________________________________
(ii) Accessibility __________________________________________
(iii) Personal relations with the daily shop owners__________________

22. How many times have you gone for an impulsive buying while shopping?
   a) Frequently  b) Sometimes
   c) Always  d) Never

23. Rank these products as per your priority:

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<tr>
<th>Products</th>
<th>1</th>
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<th>4</th>
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<th>6</th>
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<td>Household Products</td>
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<td>Footwears</td>
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</tbody>
</table>

24. How long do you stay in a shopping mall?
   a) Less than an hour  b) 2-4 hrs
   d) Half the day  d) Entire Day

25. Who do you go shopping with usually?
   a) Friends  b) Spouse /Family
   c) Alone  d) Colleagues/workmates
26. How do you define shopping as an activity?
   a) Pleasure  
   b) Necessary  
   c) Leisure activity  
   d) Boring  

27. When do you usually shop? Weekends / weekdays  

28. If you shop on weekends then how long do you spend time on shopping?
   a) Less than an hour  
   b) 2-4 hrs  
   c) Half the day  
   d) Entire Day  

29. If you go shopping on weekdays what is your preferred time?
   a) Before going to office  
   b) After office hrs  
   c) Within office break  

30. When you buy goods what features do you like it to have?
   a) Useful and practical  
   b) Decorative  
   c) Reflects social status  
   d) Unique in quality  

31. What is the feature you emphasis more on while choosing a product: Quality / Price  

32. Do you wear branded clothes? Yes/ No  

33. If yes which brands do you prefer? ____________________________  
   ____________________________  
   ____________________________  
   ____________________________  

34. What is your opinion on concepts like "buy two, get one free"? _________________  
   ____________________________  
   ____________________________  

35. What is the mode of commuting when you go for shopping in a mall?
    a) Public transport  
    b) Private transport  
    c) Walk  

36. Comment on this new mode of shopping that has been a recent development in Kolkata  
   ____________________________  
   ____________________________  
   ____________________________  
   ____________________________
INTERVIEW SCHEDULE -2
“SOCIOLOGY OF CONSUMERISM: A STUDY OF SELECT MALLS IN KOLKATA”
Consumers in Market Places

Identification Particulars

1. Age:
   a) Below 15 yrs
   b) 15 – 25 yrs
   c) 25 - 35 yrs
   d) 35 – 45 yrs
   e) Above 45 yrs

3. Sex: Male/ Female

4. What is your educational qualification?

5. Are you working? Yes/No

6. What is your occupation?

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7. What is your annual income:

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8. No of earning members in the family? ________________________________

9. What is your annual income of the family (including you)?

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</tbody>
</table>

10. No of dependents? _____________________________________________

11. Marital Status: married / unmarried

12. If married does your spouse work? Yes / No

13. If married, how many children do you have? ____________________

14. Religion: ____________________________________________________

15. Which state do you belong? : ___________________________________

   **Perception and attitude**

16. Where do you usually go for shopping?

   a) Bazaars   b) Malls   c) Roadside stalls

17. What is the mode of transport u used for coming here?

   a) Public transport   b) Private transport   c) Walk
18. Do you visit shopping malls? Yes / No

19. If yes, then how often?
   a) Once in a week
   b) Once in two weeks
   c) Once a month
   d) Once in year

20. Which mall do you visit mostly?
   a) Forum (Elgin road)
   b) City Center (Salt Lake)
   c) Gariahat Mall
   d) any other specify

21. Which mall is closest to where you stay?
   a) Forum (Elgin road)
   b) City Center (Salt Lake)
   c) Gariahat Mall

21.2 Which mall is closest to where you work place?
   a) Forum (Elgin road)
   b) City Center (Salt Lake)
   c) Gariahat Mall

22. What are the activities do you usually engage in, in a shopping mall: (rank them)

<table>
<thead>
<tr>
<th>No.</th>
<th>Activities</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Movies</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Shopping</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Eating</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Window Shopping</td>
<td></td>
</tr>
</tbody>
</table>

23. Do you agree that malls are better places to shop?
   a) Agree
   b) Strongly agree
   c) Disagree
   d) Strongly Disagree

24. If you agree/ strongly agree give reasons: ____________________________________________

__________________________________________

__________________________________________

__________________________________________

__________________________________________

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25. 1 Views relating to:

(i) Environment (as in the mall atmosphere in comparison to the market place) 

(ii) Availability of goods and products under a single roof (from pens to cars) 

(iii) Both foreign and Indian unique/specific products 

(iv) Time factor 

(v) Wider range of products/services 

(vi) Shopping as a pleasurable activity (the consumers have the feasibility to actually look through and choose own products) 

(vii) Tension free (no chance of haggling) 

26. If you disagree/strongly disagree give reasons: 

Views relating to:

1. Price: 

2. Accessibility 

3. Personal relations with the daily shop owners 

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27. How many times have you gone for an impulsive buying while shopping?
   a) Frequently  b) Sometimes  
   c) Always  d) Never

28. Rank these products as per your priority:

<table>
<thead>
<tr>
<th>Products</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothes</td>
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<td>Jewellery items</td>
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<td>Electronic gadgets</td>
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<td>Sports goods</td>
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<td>Cosmetics</td>
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<td>Household Products</td>
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<td>Footwears</td>
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</tbody>
</table>

29. How long do you Shop?
   a) Less than an hour  b) 2-4 hrs  
   c) Half the day  d) Entire Day

30. Who do you go shopping with usually?
   a) Friends  b) Spouse /Family  
   c) Alone  d) Colleagues/workmates

31. How do you define shopping as an activity?
   a) Pleasure  b) Necessary  
   c) Leisure activity  d) Boring
32. When do you usually shop? Weekends / weekdays

33. If you shop on weekends then how long do you spend time on shopping?
   a) Less than an hour  
   b) 2-4 hrs  
   d) Half the day  
   d) Entire Day

34. If you go shopping on weekdays what is your preferred time?
   a) Before going to office  
   b) After office hrs  
   c) Within office break

35. When you buy goods what features do you like it to have?
   a) Useful and practical  
   b) Decorative  
   d) Reflects social status  
   d) Unique in quality

36. What is the feature you emphasis more on while choosing a product: Quality / Price

37. Do you wear branded clothes? Yes/ No

38. If yes which brands do you prefer? ____________________________________________
    ____________________________________________
    ____________________________________________

39. What your opinion on concepts is like “buy two, get one free”? ______________________
    ____________________________________________
    ____________________________________________

40. What is the mode of commuting when you go for shopping in a mall?
   a) Public transport  
   b) Private transport  
   c) Walk

41. Comment on this new mode of culture of shopping that has been a recent development in Kolkata
    ____________________________________________
    ____________________________________________
    ____________________________________________
    ____________________________________________
    ____________________________________________
    ____________________________________________

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