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High Street Malls and Shopping Behaviour of People

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ABSTRACT: High Street Malls have attracted the young generation and have become favourite shopping destination. The present study employed 160 in-depth interviews to understand the preference of shoppers for High Street Malls. Data was collected with regard to age, family income, marital status, caste, religion, family type, faculty and whether the hostlers preferred high street malls more as compared to day scholars. Results showed that more than 50 % of the respondents made monthly and fortnightly visits to these shopping places . Irrespective of the age, the highest percentage of respondents visited High Street (Fashion Malls) once in 15 days. Data analysis with respect to family income group showed that the respondents in the income group of 0-5 lakhs and 26- 30 lakhs made maximum visits to H.S.M. With regard to unmarried and married respondents visiting H.S.M, a significant difference was found in their weekly visits. It was further found that higher caste people visited high street more frequently. Irrespective of whether the respondents belonged to Sikh religion or Hindu religion, more number of them preferred to visit High Street Malls once in 15 days or at least once a month. The maximum number of respondents who belonged to nuclear family preferred visiting high streets fortnightly as compared to respondents who live in joint family who made monthly visits to these Malls. With regard to hostlers/ dayscholars visiting High Street Malls, a larger percent of hostlers in comparison to non hostlers preferred going to these places for shopping.

Keywords: High Streets Malls; H.S.M, Preferences, Visits.

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I. INTRODUCTION

As the standard of living has increased, the purchasing power of consumers have increased manifolds. According to India consumer spending (2004-2017) Consumer Spending in India has increased from 17809.14 billion INR (fourth quarter of 2016) to 18483 INR Billion in the first quarter of 2017 however, The average spending in 2004 was very low i.e.9987.55 INR Billion which has reached a height of 18483 INR Billion in 2017.

Spending habits are different for people belonging to different strata of society. It has been observed that the people who belongs to the middle class consider basic necessities, and education as top priorities and tend to spend on the education of their children followed by lifestyle goods. The rich class spends more on luxury goods and international brands. The super rich or elite class spends on ultra luxury goods. It has been examined that as disposable income increases, consumer prefer to spend more on branded goods thus their expenditure on food, beverages, tobacco, transport and communication also increases.

With the advent of liberalisation, the Indian market paved way for international brands and companies who want to showcase their products. Organised retailing started with the entry of private players like Raymond's, Bata, DCM and Bombay Dyeing which were doing business in India over 70 years now. During the 20th Century, retailing was carried through shops of varied sizes in well demarcated market places. The typical size of a shop ranged from 50 square feet to 500 square feet. Connaught place in Delhi, MG road in Bangalore, Mount Road in Chennai, Linking Road in Mumbai and 17 Sector market in Chandigarh were the hallmarks of retailing till 1990. Palika bazaar in Delhi used to be traditional old rung whole sale market with shops on both sides of lane. Retail places like Connaught Place, Sector 17 market in Chandigarh were very few in India(Singh and Srinivasan,2012)

New retail formats are increasing and also due to limited success of these outlets, it is necessary for the retailers to be aware of factors that motivates and attracts consumers(Sinha and Banerjee,2004)

Millan and Howard (2007) Shopping behaviour is different in different countries. The reason for varying shopping behaviour is diverse cultures and changing economies of various countries.

Shopping, buying and utilizing are three activities which constitutes consumer behaviour in a holistic manner (Tauber,1972). Dhalokia (1999) Shopping frequency is an important concept while studying consumer behaviour. It is defined as the number of incidences when a product is purchased by someone in person. It is also subjective to the time and effort put by the person in regard to their gender and shopping responsibility.

Here in our present research, the researchers examined the shopping behaviour of customers in High street fashion malls. "High street refers to the main street of a town, where principal shops are situated".

When we talk of Brand visibility, i.e. brands which catches the attention of shoppers, and this visibility is much more in High street than in a shopping mall. As we define this term, "High streets are located either on a arterial roads, near college complexes or a cluster of office buildings, or at times near transit zones, therefore are visited not only by shoppers but also casual onlookers or daily commuters"

Researcher tried to discuss some concepts from the history regarding the origin of high streets.The Grand Bazaar of Istanbul and Isfahan was built in the 15th century and is still one of the largest covered markets with more than 58 streets and 4000 shops. The Oxford Covered Market in Oxford, England was opened in 1744 and stills run today. Gostiny Dvor in Saint Peterburg, was opened in 1785, consisted of more than 100 shops covering an area of over 570,000 sq feet. The Burlington Arcade in London was opened in 1819.

A Strip mall/ High street is an open air shopping plaza in which the stores are arranged in a row with a wide parking and side walkways in front. Sector -17 market is the best example of strip mall. This biggest shopping plaza is imbibed with shopping, eating outlets, multiplex, office space in one place. Cannaught place in Delhi is another good example.

Puri (2015) believed that a 'destination' high street is one which would create a niche for itself, either in terms of product categories or in terms of novelty. For example, the Hiranandani Powai high street situated around the eastern suburbs of Mumbai manages to attract food enthusiasts from far off location, Pune's Fergusson College road is yet another successful example of a high street that attracts people from far-flung locations and offers different types of cuisines. T Nagar high street in Chennai is yet another example for purchasing jewellery for weddings.

However, many High streets are termed as transit –oriented High streets, as these are shopping streets located in close proximity to commercial destinations, tourist places, railway / metro stations etc, and has the advantage of attracting daily commuters . Connaught Place (CP) in Delhi, Brigade Road and Commercial Street in Bangalore, Begumpet in Hyderabad, Mahatma Gandhi (MG) Road in Pune, Colaba Causeway in Mumbai, Sector -17 market etc. are few examples.

Valsan, Lalka and Kakkar (2015) discussed that India's traditional bazaars have turned into High streets today, they must adapt to the changes taking place in the city as well and should underline the customer preferences. In every city, one would find two or more high street that has become prominent retail destinations. However, a better understanding of these high streets would help to strengthen retailers' position in the market. High streets has an unique selling proposition of its own. Sharma(2010) believes that High streets are more preferred as the average sales in high streets are more as compared to malls and even the conversion rates are high.

Tali (2016) mentioned the views of Anil Gandhave, Sales Head at Mind tree in her article on High street future and opined that "People still feel happy and need the emotional satisfaction of the real-life shopping experience, he further mentioned even in the future, these traditional high street shops will transform into customer experiences to satisfy those emotional needs. They're never going to disappear, but digital and physical experiences will simply merge into each other." Tali further mentioned that according to ATKearney (management consulting firm) up to 95% of retail sales are captured by the companies who have traditional high street shops, still the majority of those sales do take place in physical stores as the customers still value good advice from in-store consultants.

Anand(2016) mentioned that retailers are now setting up shops in high streets over malls as due to poor returns in malls over rental costs. They further mentioned that Customers prefer high street due to ease of parking as mall parking is very time consuming. Moreover, customer get personal attention and discounts at high street which entice them to visit again and again (Sarita Hunt, Managing Director, JLL, a major property consultancy)

Anand also opined the views of Kachana Krishnan, Knight frank India, Director, Chennai in his article. He mentioned that a retailer's decision to be whether in a mall or highstreet will depend upon various factors such as footfalls, location, parking and nature of products. They presumed Malls and high street equally. Malls are well organised and provides a number of choices while high streets provides more personalised service. Hyderabad-based Neeru's Ensembles Pvt. Ltd., a leading retailer of women's ethic wear, mentioned that it took us nearly three years to find an anchor store in a busy commercial market in Chennai. They further mentioned that opening an outlet in a shopping mall means "signing an agreement with shopping malls is like getting a licence with an expiry date." High streets needed to adapt to the new retail landscape and tune to the latest trends.

He further mentioned the views of Sanjay Dutt, Managing Director (Cushman and Wakefield)-India, "Prominent main streets that provide high visibility of brands and footfalls have witnessed high demand from retailers." However, the high street malls are facing fierce competition from shopping malls today but still they have been able to survive.

Chabbra (2016) published an article in Hindustan times "Chandigarh heart has grown older than the city" and mentioned that weekdays are hard for markets and even there is decline in footfall on weekend. They further mentioned that Malls have everything under one roof while *bazaars* have only their liveliness and due to the coming of malls, sector -17 the heart of Chandigarh has received a major setback.

II. OBJECTIVES

The objectives of the study are to find out the preference of High street among shoppers. To examine the influence of High street with regard to age, family income, marital status, caste, religion, family type, faculty and whether the hostlers preferred high street malls more in comparison to day scholars.

III. RESEARCH METHODOLOGY

For the present research work, purposive sampling, interview schedule and convenient sampling methods were used to carry out the research work. The sample size consisted of 160 research scholars from faculty of arts and Sciences of Panjab University, Chandigarh. Both qualitative and quantitative indicators were used to analyze the data. In-depth interviews were conducted from research scholars of departments of Science faculty mainly Anthropology, Physics, Botany, Chemistry, Zoology, Geology and Nanoscience) and History, Psychology, Geography, Economics, Political science and Education from arts faculty were interviewed in university campus to gain insight into their behaviour and to know their perception about the effects of High street fashion Malls.

IV. RESEARCH FINDINGS AND DISCUSSION

Visits to high street: Respondents were questioned about how often they visited high street shopping malls. Data collected was analysed and calculated to percentage value. The table 1 showed the frequency of visits to High streets.

Table: 1 Visits to High Streets

Pattern followed	Frequency	Percent	Valid Percent	Cumulative Percent
Weekly	25	15.6	15.6	15.6
15 days	43	26.9	26.9	42.5
3 weeks	12	7.5	7.5	50.0
Monthly	39	24.4	24.4	74.4
2 months	20	12.5	12.5	86.9
3 months	9	5.6	5.6	92.5
4 months	6	3.8	3.8	96.3
Any other	6	3.8	3.8	100.0
Total	160	100.0	100.0	

H.S.M. – High street (fashion malls)

Table 1 showed the frequency of visits to High street fashion malls. The findings revealed that the 26.9 % of the respondents preferred going to High street once in 15 days , whereas 24.4 % of the respondents preferred going once in a month. 15.6 % of the shoppers liked to go to High street fashion malls every week. Only, 7.5 % of the respondents visited these malls once in every 3 weeks. Some of the narratives of the respondents are as follows:

One of the respondents, (Sonam, age 25, Hindu, Bhardawaj,Nuclear family,Jammu, Arts),mentioned that "We have always shopped in Sector-17, we have followed our same trend. Besides as it is nearby so we visit high street once a month". (Baljeet, age 28, Unmarried, Ramgaria, Sikh,Nuclear family, Mumbai, Science) mentioned that "I prefer 17, I find it is very lively, environment is good, one can find good non branded products also". (Sukhbir, age 30, Jat Sikh, Nuclear family, Punjab) said that 'Sector -17 is more convenient, as it is nearby. I visited high street once in 15 days, I have an emotional attachment with 17. "*Mai saath nahi chodti vaise hi maine 17 ka sath nahi choda"* (I never leave any thing , in the same way, I have never left going to 17).

(Vishali, age 28, Hindu Khatri, joint family, arts faculty) mentioned that Shopping preference is Sector-17, "*Shuru se vahi jate the, pahle bhi wahi se shopping karte the, ab bhi vahi jate hai.*" We have always been to 17 for shopping and still we go there.

Table: 2 Frequency of visiting High street with regard to Age

Visits to High street		AGE				Total
		23-25	26-28	29-31	32-34	
Weekly	Count	6	17	1	1	25
	% within AGE	16.2%	19.5%	3.6%	12.5%	15.6%
15 days	Count	9	22	10	2	43
	% within AGE	24.3%	25.3%	35.7%	25.0%	26.9%
3 Weeks	Count	2	8	1	1	12
	% within AGE	5.4%	9.2%	3.6%	12.5%	7.5%
Monthly	Count	9	19	9	2	39
	% within AGE	24.3%	21.8%	32.1%	25.0%	24.4%
2 months	Count	6	13	1	0	20
	% within AGE	16.2%	14.9%	3.6%	.0%	12.5%
3 months	Count	3	4	2	0	9
	% within AGE	8.1%	4.6%	7.1%	.0%	5.6%
4 months	Count	1	0	4	1	6
	% within AGE	2.7%	.0%	14.3%	12.5%	3.8%
Anyother	Count	1	4	0	1	6
	% within AGE	2.7%	4.6%	.0%	12.5%	3.8%
Total	Count	37	87	28	8	160
	% within AGE	100.0%	100.0%	100.0%	100.0%	100.0%

The researcher further wished to analyse respondents of which age group visited high street fashion malls more frequently. The results are analysed in Table 2. Firstly, irrespective of the age group, the highest percentage of respondents visited high street (fashion malls) once in 15 days, followed by once in a month and the least percentage of them stayed away from high street fashion malls for as long as 4 months.

Focusing on individual age group of respondents, a similar trend was observed. However higher percentage of respondents, 35.7 % and 32.1 % of age group 29-31 years visited high street (fashion malls) once in 15 days and once in a month respectively. This could perhaps because they required more variety in their work clothes. They had extra income to splurge on shopping. They had got married in this period and their demand for certain items had suddenly grown. Among 23-25 and 26-28 age groups respondents were probably still students and did not have either the money at their disposal nor a larger requirement for apparel and accessories as compared to the age groups between 29-31 and 32-34.

Table 3. Visits to High street with regard to Family income

Visits to High street		FAMILY INCOME							Total
		0-5lkh	5-10 lkh	10-15 lkh	15-20 lkh	20-25 lkh	26-30 lkh	Above 30	
Weekly	Count	0	10	8	3	2	1	1	25
	% within FAMILY INCOME	.0%	19.6%	18.2%	10.3%	12.5%	12.5%	20.0%	15.6%

15 days	Count	3	15	11	9	4	0	1	43
	% within FAMILY INCOME	42.9%	29.4%	25.0%	31.0%	25.0%	.0%	20.0%	26.9%
3 Weeks	Count	1	2	2	3	1	2	1	12
	% within FAMILY INCOME	14.3%	3.9%	4.5%	10.3%	6.3%	25.0%	20.0%	7.5%
Monthly	Count	1	11	12	7	5	2	1	39
	% within FAMILY INCOME	14.3%	21.6%	27.3%	24.1%	31.3%	25.0%	20.0%	24.4%
2 months	Count	1	7	3	5	2	2	0	20
	% within FAMILY INCOME	14.3%	13.7%	6.8%	17.2%	12.5%	25.0%	.0%	12.5%
3 months	Count	0	2	3	2	1	0	1	9
	% within FAMILY INCOME	.0%	3.9%	6.8%	6.9%	6.3%	.0%	20.0%	5.6%
4 months	Count	0	2	2	0	1	1	0	6
	% within FAMILY INCOME	.0%	3.9%	4.5%	.0%	6.3%	12.5%	.0%	3.8%
Anyother	Count	1	2	3	0	0	0	0	6
	% within FAMILY INCOME	14.3%	3.9%	6.8%	.0%	.0%	.0%	.0%	3.8%
Total	Count	7	51	44	29	16	8	5	160
	% within FAMILY INCOME	100.0%	100.0%	100.0%	100.0%	100.0%	100.0 %	100.0 %	100.0%

H.F.M- High street (fashion malls)

The Table 3 showed the data analysis with respect to family income group. With regard to income group of 0-5 lakhs, 42.9 % visited H.S.M in 15 days. It was interesting to note that this income group made maximum number of visits. As the income group rose, lesser percentage of respondents choose to visit H.S.M every 15 days. The respondents of 0-5 lakhs income group perhaps liked to spend time in H.S.M for entertainment purpose. Again, interestingly respondents in the income group of 26-30 lakhs. were seen to be visiting H.S.M in maximum numbers, whether it was in 3 weeks, monthly, in 2 months or in 4 months. Perhaps they had the money, time and interest in going to malls for entertainment as well as shopping.

Table: 4 Visits to High street with regard to Marital status

Visits to High street		MARITAL STATUS		Total
		Unmarried	Married	
Weekly	Count	21	4	25
	% within MARITAL STATUS	17.8%	9.5%	15.6%
15 days	Count	31	12	43

	% within MARITAL STATUS	**26.3%**	**28.6%**	**26.9%**
3 Weeks	**Count**	**11**	**1**	**12**
	% within MARITAL STATUS	**9.3%**	**2.4%**	**7.5%**
Monthly	**Count**	**28**	**11**	**39**
	% within MARITAL STATUS	**23.7%**	**26.2%**	**24.4%**
2 months	**Count**	**17**	**3**	**20**
	% within MARITAL STATUS	**14.4%**	**7.1%**	**12.5%**
3 months	**Count**	**5**	**4**	**9**
	% within MARITAL STATUS	**4.2%**	**9.5%**	**5.6%**
4 months	**Count**	**2**	**4**	**6**
	% within MARITAL STATUS	**1.7%**	**9.5%**	**3.8%**
Anyother	**Count**	**3**	**3**	**6**
	% within MARITAL STATUS	**2.5%**	**7.1%**	**3.8%**
Total	**Count**	**118**	**42**	**160**
	% within MARITAL STATUS	**100.0%**	**100.0%**	**100.0%**

With regard to unmarried and married respondents visiting H.S.M as shown in Table 4. A significant difference was found in visiting H.S.M weekly between unmarried and married respondents. where in 17.8 % of unmarried respondents as compared to 9.5 % of married respondents visited H.S.M.

One of the respondents, **Mridul age 25, Unmarried mentioned** that "Sector 17, I prefer more. It's like an open mall. Environment is good, less crowded, favourite eating corners(softy corner). It is for the people who are purely Chandigarh at heart. Price range is varied. I prefer 17 more than any mall/market.*17 ta Dil hai hamara"*(17 is my heart)

Table: 5 Visits to High street with regard to Caste

Visits to High street		**coding for caste**						**Total**
		1. Arora/ Khatri	**2.Bania**	**3. Brahmin**	**4.Jat**	**5.Rajput**	**6. others**	
Weekly	**Count**	**4**	**4**	**1**	**6**	**4**	**6**	**25**
	% within coding for caste	**16.7%**	**25.0%**	**4.3%**	**15.4%**	**16.0%**	**18.2%**	**15.6%**
15 days	**Count**	**6**	**3**	**10**	**13**	**5**	**6**	**43**
	% within coding for caste	**25.0%**	**18.8%**	**43.5%**	**33.3%**	**20.0%**	**18.2%**	**26.9%**
3 Weeks	**Count**	**2**	**2**	**2**	**3**	**1**	**2**	**12**
	% within coding for caste	**8.3%**	**12.5%**	**8.7%**	**7.7%**	**4.0%**	**6.1%**	**7.5%**
Monthly	**Count**	**5**	**4**	**6**	**7**	**6**	**11**	**39**
	% within coding for caste	**20.8%**	**25.0%**	**26.1%**	**17.9%**	**24.0%**	**33.3%**	**24.4%**
2 months	**Count**	**5**	**3**	**0**	**4**	**4**	**4**	**20**
	% within coding for caste	**20.8%**	**18.8%**	**.0%**	**10.3%**	**16.0%**	**12.1%**	**12.5%**
3 months	**Count**	**1**	**0**	**2**	**3**	**2**	**1**	**9**

	% within coding for caste	4.2%	.0%	8.7%	7.7%	8.0%	3.0%	5.6%
4 months	Count	1	0	2	1	1	1	6
	% within coding for caste	4.2%	.0%	8.7%	2.6%	4.0%	3.0%	3.8%
Anyother	Count	0	0	0	2	2	2	6
	% within coding for caste	.0%	.0%	.0%	5.1%	8.0%	6.1%	3.8%
Total	Count	24	16	23	39	25	33	160
	% within coding for caste	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

When data was analysed on the basis of caste of respondents as analysed in Table 5. 25 % of respondents from the Bania community made weekly visits to H.S.M. It is well known that this community is better financially placed, whether it is jobs or businesses. As such, perhaps they have more income to spare for shopping at H.S.M. A very high percentage i.e. 43.5 % respondents who were Brahmins visited H.S.M once every 15 days. This caste too is well to do and this could be the reason for these respondents visiting H.S.F.M once every 15 days. it was further found that in comparison to respondents belonging to backward caste, higher caste people visited high street more frequently except monthly visits in which the backward caste respondents visited more frequently i.e. 33.3 % than the upper caste.

Table: 6 Visits to High street with regard to Religion

Visits to High street		RELIGION			Total
		1.SIKH	2.HINDU	3.others	
Weekly	Count	7	15	3	25
	% within RELIGION	14.0%	14.4%	50.0%	15.6%
15 days	Count	15	26	2	43
	% within RELIGION	30.0%	25.0%	33.3%	26.9%
3 Weeks	Count	3	9	0	12
	% within RELIGION	6.0%	8.7%	.0%	7.5%
Monthly	Count	12	27	0	39
	% within RELIGION	24.0%	26.0%	.0%	24.4%
2 months	Count	6	13	1	20
	% within RELIGION	12.0%	12.5%	16.7%	12.5%
3 months	Count	3	6	0	9
	% within RELIGION	6.0%	5.8%	.0%	5.6%
4 months	Count	3	3	0	6
	% within RELIGION	6.0%	2.9%	.0%	3.8%
Anyother	Count	1	5	0	6
	% within RELIGION	2.0%	4.8%	.0%	3.8%
Total	Count	50	104	6	160
	% within RELIGION	100.0%	100.0%	100.0%	100.0%

When the data was analysed on the basis of religion and frequency of visiting H.S.F.M, no significant behavioural trend or practice was found. Irrespective of whether the respondents belonged to Sikh religion or Hindu religion. More number of them preferred to visit H.S.F.M once in 15 days or at least once a month. A very few percentage of respondents preferred to visit H.S.F.M beyond a period of 2 months and even a lesser percentage preferred to visit these malls beyond a period of 3 or 4 months.

Table: 7 Visits to High street with regard to family type

Visits to High street		FAMILY TYPE		Total
		Nuclear	Joint	
Weekly	Count	17	8	25
	% within FAMILY TYPE	16.3%	14.3%	15.6%
15 days	Count	29	14	43
	% within FAMILY TYPE	27.9%	25.0%	26.9%
3 Weeks	Count	9	3	12
	% within FAMILY TYPE	8.7%	5.4%	7.5%
Monthly	Count	24	15	39
	% within FAMILY TYPE	23.1%	26.8%	24.4%
2 months	Count	15	5	20
	% within FAMILY TYPE	14.4%	8.9%	12.5%
3 months	Count	4	5	9
	% within FAMILY TYPE	3.8%	8.9%	5.6%
4 months	Count	3	3	6
	% within FAMILY TYPE	2.9%	5.4%	3.8%
Anyother	Count	3	3	6
	% within FAMILY TYPE	2.9%	5.4%	3.8%
Total	Count	104	56	160
	% within FAMILY TYPE	100.0%	100.0%	100.0%

It was analysed from the data as shown in Table 7 that the maximum number of respondents (27.9%) who belonged to nuclear families made visits to H.S.F.M once in every 15 days, Almost a similar respondents (26.8%) who live in joint families made monthly visits to these malls.Very few percentage of respondents from nuclear and joint families visited H.S.F.M in a gap of 2 months,3 months or 4 months. Similarly, a lesser percentage of respondents both from nuclear and joint families visited HSFM as frequently as "once a week".

Table: 8 Visits to High street with regard to Faculty

Visits to High street		coding for Department		Total
		Sciences	Arts	
Weekly	Count	14	11	25
	% within coding for Department	16.9%	14.3%	15.6%
15 days	Count	25	18	43
	% within coding for Department	30.1%	23.4%	26.9%
3 Weeks	Count	5	7	12
	% within coding for Department	6.0%	9.1%	7.5%

Monthly	**Count**	**23**	**16**	**39**
	% within coding for Department	**27.7%**	**20.8%**	**24.4%**
2 months	**Count**	**8**	**12**	**20**
	% within coding for Department	**9.6%**	**15.6%**	**12.5%**
3 months	**Count**	**5**	**4**	**9**
	% within coding for Department	**6.0%**	**5.2%**	**5.6%**
4 months	**Count**	**1**	**5**	**6**
	% within coding for Department	**1.2%**	**6.5%**	**3.8%**
Anyother	**Count**	**2**	**4**	**6**
	% within coding for Department	**2.4%**	**5.2%**	**3.8%**
Total	**Count**	**83**	**77**	**160**
	% within coding for Department	**100.0%**	**100.0%**	**100.0%**

Analysis of the data as revealed in Table 9 showed a trend that higher percentage of respondents belonging to Science faculty visited H.S.F.M weekly 16.9 %; Fortnightly 30.1 % and Monthly 27.7 % as compared to respondents from arts faculty who showed a trend of 14.3 % weekly visits, 23.4 % fortnightly visits and 20.8 % monthly visits.

Table 9 Frequency of visiting High street by hostler and dayscholar

		Frequency of visiting High street	**Residence**		**Total**
			Hostler	**Day scholar**	
	weekly	**Count**	**19**	**6**	**25**
		% within residence	**20.4%**	**9.0%**	**15.6%**
	15 days	**Count**	**24**	**19**	**43**
		% within residence	**25.8%**	**28.4%**	**26.9%**
	3 weeks	**Count**	**9**	**3**	**12**
		% within residence	**9.7%**	**4.5%**	**7.5%**
	monthly	**Count**	**25**	**14**	**39**
		% within residence	**26.9%**	**20.9%**	**24.4%**
	2 months	**Count**	**9**	**11**	**20**
		% within residence	**9.7%**	**16.4%**	**12.5%**
	3 months	**Count**	**4**	**5**	**9**
		% within residence	**4.3%**	**7.5%**	**5.6%**
	4 months	**Count**	**3**	**3**	**6**
		% within residence	**3.2%**	**4.5%**	**3.8%**
	Any other	**Count**	**0**	**6**	**6**
		% within residence	**.0%**	**9.0%**	**3.8%**
Total		**Count**	**93**	**67**	**160**
		% within residence	**100.0%**	**100.0%**	**100.0%**

The Table 9 showed the frequency of visits made by respondents (hostlers and non hostlers) to Highstreets. The data were further analysed. It was seen that 28.4 % day scholars visited these High street fashion malls once in every 15 days, which is the highest percentage among all. A much lower percentage i.e. 4.5 % of the day scholars visited high street fashion malls once in four months.

On the other hand, 26.9 % of hostlers visited High street (fashion malls) once in a month and very few i.e. 3.2 % went to these malls once in 4 months. It can be concluded that perhaps the day scholars needed more recreational outings and they found this in high street (fashion malls) going there once in 15 days. Hostlers already had a freedom to exercise their choice of outings and so visited High street (fashion malls) once a month. A very small percentage of day scholars and hostlers made visits to High street fashion malls once in 4 months. It can be assumed that this is a rather long interval and is justified.

The major findings revealed that the maximum variation between hostlers and non hostlers was found in their weekly visits. Furthermore, it was analysed that less number of hostlers (9.7%) visited highstreet every 2 months as compared to non hostlers (16.4%). Hostlers did not feel to visit High street fashion malls every 15 days to a month and similar frequency was observed amongst day scholars.

Respondents were asked why they visited High street fashion malls. They gave different views.One of the respondents, Simranpreet, (age 25, hostler)

"I have an emotional attachment with sector-17 I love the open area of sector 17 mall. If I want to feel happy, I prefer 17".

Another respondent, Gurjinder Brar (age 25, hostler) said that

"Sector 17 mall is nearby to our hostels, *Sector-17 vargi ris nahi* (Sector 17 market is not comparable to any other market) . It has an open environment and is a perfect place for shopping and fun both".

Besides the hostelers, some of the non hostlers were also interviewed

Radhika, age 28, a Non hostler, said,

"If I want to go for shopping, I am more familiar with sector-17. I like the way it is, it reminds me of my child days".

Further the researcher also interviewed some of the respondents to know why they did not prefer high street.

Richa (age 32, non hostler) said,

" Shops in sector 17 are very sprawldent and it gets very tiring to shop there. *Elante ne sec 17 ko kha liya hai,* (Elante has eaten out the business of sector 17). Shopping is more comfortable in malls".

V. CONCLUSIONS

High streets and traditional rung markets were very popular in the past and still is the heart of every retail business today. The findings revealed that more than 50 % of the shoppers visited malls once in 15 days followed by monthly visits. However, irrespective of the age group, the highest percentage of respondents visited high street fashion malls once in 15 days, followed by monthly visits. Moreover, the higher percentage of respondents in the age group of 29-31 among all age groups made maximum fortnightly and monthly visits. Data analysis with respect to family income group of 0-5 lakhs and 26-30 lakhs made maximum visits to these places for entertainment as well as shopping. With regard to unmarried and married respondents visiting H.S.M., frequency of visits made by them were almost the same, just the difference was found in their weekly visits, where in the unmarried respondents visited more frequently than the married respondents as the unmarried respondents are more free in their lives and has more time on their hands. It was further analysed on the basis of caste, that in comparison to respondents belonging to backward caste, higher caste people visited high street more frequently except in case of monthly visits wherein the backward caste respondents visited more frequently i.e. 33.3 % than the upper caste. Furthermore, the data were analysed on the basis of religion and irrespective of whether the respondents belonged to Sikh religion or Hindu religion. More number of them preferred to visit H.S.F.M fortnightly and monthly. The maximum number of respondents (27.9%) who belonged to nuclear family made visits to H.S.F.M fortnightly and almost a similar number of respondents (26.8%) who live in joint family made monthly visits to these malls. Respondents from science faculty perhaps found going to HSFM more relaxing and entertaining as they were spending more time in their departments, had longer hours and visits to these high streets was a good break to them. It can be concluded from the data that a larger percent of hostlers in comparison to non hostlers prefer going to sector 17 mall. Perhaps hostlers already feel holed up and suffocated in their hostel room and like to be under the open sky and fresh air when they shop. The stores in sector 17 and malls carry the same merchandise so finding choice products is not a problem for them.

In the coming years, we foresee the beginning of a greater revolution in high streets as customers preferences are seen to be changing, they prefer to shop in open air and Sector 17, the famous high street market is still finding popularity with shoppers, who consider it as the "Heart of City Beautiful".

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