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## **Mall Culture: A Rising Trend**

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### **Abstract:**

Rising population of India & increasing purchasing power of the customers are attracting to the big players towards Indian retail industry. Indian retail sector encompasses both sectors one organized and the other is unorganized. Mostly kirana stores which provides day to day needy products are popular in Indian rural area. But the customer has a little choice relating quality, and differentiation. At another side the income level is increasing in urban area. Hence people trend is changing from saving oriented towards shopping oriented. Fastly spreading shopping centers, malls is the reflection of these all. Again it is just like a cycle increasing purchasing, increasing malls, increasing job opportunities, increasing income level & living standard again purchasing. It not only helps for creating employment opportunities but for improving living standard of the society. Malls provide large variety of similar, complementary products for choosy customers. It serves through fulfilling needs of the society and spreads mental satisfaction for human being also. but some thinkers have a threat that this trend will capture market which is of small thelewala, merchant, bhajiwala. Again if studied deep it comes to know that there is a fear for malls also. It will be shut down if not accepted by the local people. But malls are spreading speedily in Indian big cities which is the necessity of the town where small townships are developed. These townships are far away from the main city & market. we can further study on the point how it affects economy of the country.

### **Keywords:**

Consumer, retailer, rural area, shopping center, urban area, etc.

### **Introduction**

India is one of the most significant nation for business players. Indian retail industry is developing quickly in most recent couple of years. It has two divisions, organized and unorganized. Retailer is the individual who delivers products to the final customer in the channel of distribution. Products and ventures are made for utilization and use by individuals. Retailer is the agent among customer and the provider or producer. Over the most recent couple of years, the idea of retailing has changed significantly in India with the traditional "Kirana" stores being replaced by shopping centers and huge chain of stores. Means it is changing from road merchant



or dealer like subjiwala, panwala to organised shops like Malls. These shopping centers are providing products, yet in addition fulfilling needs and needs of individuals there by guaranteeing customer satisfaction.

Organized retail isn't simply selling of merchandise, it grasps exercises of showcasing like evaluating sorting, and packaging assortment of products, at sensible cost with offers like rebate, credit. Individuals are given the choice of choosing merchandise of their needs or dream. It is conveyed in style. One can get the vision and experience of retail showcasing by visiting present day shopping centers. Mushrooming of shopping centers is a miserable sign that the influx of commercialization is arriving enduring and quick.

### **Objectives:**

1. To understand the concept Mall
2. To study different types of malls.
3. To know more about the reasons of rising malls in India
4. To go through the limitations of malls.

### **Research Methodology:**

This study is based on only secondary data which includes published research papers, articles, books & web links.

### **Reasons for developing malls in India**

- Fast developing working class with higher optional salary.
- Rich and diversified culture with variety in consumption habits due to geographical & other types of varieties.
- One stop solution to make all purchase of nuclear family comfortably or conveniently at the choice.
- Emergence of youth as a free customer with a great deal of transfer pay.
- Consumerism i.e., utilization and satisfaction is getting up to speed in Indian culture
- Ability of Mall developers to make shopping an enjoyable experience.
- Influence of media and marketing communication resulting in changing aspirations, lifestyle and change in consumer perceptions about shopping.
- Population Density gives developers a major market to serve.



- In huge urban areas the salary level of individuals is higher than the level in country and some urban regions. Individuals have more cash to spend on great shopping knowledge and furthermore are prepared to spend for entertainment and satisfaction.

### **The Trend!**

Congenial atmosphere, world class environment, international brands, basic amenities and exotic cuisines, is what the shopping centers, malls seek to provide under one rooftop. By the by, individuals are greeting this new pattern wholeheartedly, uninformed of what could very well be its outcomes. Besides, deals and deal bargains, appealing prizes, and attractive schemes are the great formulae, the businesspeople are attempting to cash in, on customers. This has made malls a super hit among the metro crowd, putting fuel to their consistently expanding interest for a superior living. This is a consequence of the growing Indian market and expendable salaries by the upper middle class.

### **As an Alternative**

Apart from being the shopper's paradise, malls are also acting as a good alternative, for the people to escape from the otherwise poor living conditions. This brings the flipside of the mall culture into sight, which enforces that though shopping is the modern mantra, people are looking for something more. Malls act as great refuge from the scorching heat of the sun, in summers, as all the malls are centrally air conditioned for the purpose.

Aside from being the customer's heaven, malls are likewise going about as a decent alternative, for the general population to escape from the generally poor living conditions. This brings the flipside of the shopping center culture into sight, which upholds that however shopping is the advanced mantra, individuals are searching for something more.

Another explanation behind the shopping centers being so packed is that a significant number of individuals wander there aimlessly. Their motivation can be anything from a social gathering with companions to just window shopping, from purchasing popcorns to purchasing cards.

Shopaholism is the name given to the adiction for shopping, which has joined the rundown after cigarette and liquor. A sort of a physiological issue, it is always on the ascent. It ought to be noticed that it has advanced in the lives of individuals, yet in addition in the certifications of therapists. As indicated by their consistent survey or research, it can prompt significant issues, if



not focused on. In serious cases, the patient may even turn away to shoplifting and taking, on the off chance that the ideal item is denied.

## **Various types of Malls**

### **Regional Mall:**

A regional mall is a shopping place which offers general product (an enormous level of which is apparel) and services inside and width. A typical regional mall is normally encased with an internal direction of the stores associated by a typical walkway and stopping encompasses the outside edge.

As per International Council of Shopping Centers any mall which is designed to cater large number of local people and is larger with 400,000 sq ft (37,000 m<sup>2</sup>) to 800,000 sq ft (74,000 m<sup>2</sup>) gross leasable area with at least two anchor stores is known as regional mall. These malls are proved to be good tourist attractions if are located in proper areas.

The exceptional component of such shopping centers is that their products, for example, garments, basic food item, and so forth are made in their districts. A significant number of these shopping centers give data about lodgings, cafés, neighborhood occasions, and administrations in their general area also. During ends of the week and occasions, these become a spot for entertainment only and social party.

### **2. Super Regional:**

A super regional mall, as the shift name infers, is a shopping place which is an expansion of local malls as far as size and product variety. According to International Council of Shopping Centers, any shopping center which is intended to cater huge population base and is bigger with more than 800,000 sq ft (74,000 m<sup>2</sup>) of gross leasable region, and fills in as the prevailing shopping scene for the local area (25 miles) in which it is found is known as excessively regional mall.

A super regional mall generally is an encased shopping center with at least three or more anchors catering visitors with mass traders, more variety, and a more profound determination of product. The vast majority of the local shopping centers are multileveled and serves as overwhelming shopping scenes for the region in which they are located.



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### **3. Vertical Malls:**

The idea of vertical malls came in presence in view of the complexities of thickly populated urban communities/countries where land costs are high to such an extent that it was getting to be hard for existing retailers to think about any sort of level extension to suit expanding group to their retail outlets.

In this manner, retail locations were arranged over number of stories available by lifts or/and elevators interfacing the various parts and levels of the shopping center. The fundamental way of thinking behind such manifestations was to dedicate each story or a piece of the shopping center to specific topic like beauty and fashion, apparel, furniture, grocery and kitchen ware and so on.

It required some investment for the overall population to adjust to such malls as the essential test of such shopping center is to beaten the regular inclination of customers to move on a level plane and urge customers to move upwards and downwards. Despite the fact that a vertical mall is an ongoing idea in nations like India and China.

### **4. Strip Malls:**

A Strip mall (usually known as shopping plaza, arcade or mini mall) is an open territory shopping place where different stores are commonly arranged in a row, with a walkway in front. These malls are normally created as a unit and have huge parking in front. They face significant traffic arterials and will tend to be self-contained with few pedestrian connections with encompassing neighborhoods.

Strip malls are exceptionally regular in a large portion of the sub-urban territories of USA and Canada. A portion of these shopping centers are as little as 5000 square feet while others are more than 100,000 square feet. These shopping centers as a rule cater neighborhood population and have merchandise assortment as per the location and demand. Despite the fact that such classes of malls are extremely less in number, yet are prominent ones when contrasted with enormous number of smaller types. Number of retailers change from region to zone and may run from four or five retailers to at least twelve or more.

### **5. Dead Malls:**

Dead malls are those shopping centers which at first were operational like some other shopping centers however because of certain reasons now they have wound up disliked. Hence, despite all



offices and retail shops, clients are not visiting to these malls. The primary reason behind a mall to be announced as dead is the attraction of most recent malls where modern offices, for example, computerized stopping, agreeable elevators, controlled temperature, lifts, arrangements for diversion, best in class amusement comforts, and multistoried shopping centers devoted to various segments, for example, hardware, readymade articles of clothing, basic food item, toys, adornments and style are constructed, excepting clients to visit early created malls.

### **6. Outlet Malls:**

An outlet mall (otherwise called outlet centre) is a brick & mortar (in some cases online retail location) is a shopping center in which a producer sells their items straightforwardly to the overall population through their own retail locations. While different stores in the outlet mall sell returned items and limited products, for the most part at scaled down costs.

Outlet shopping centers are commonly situated in rural or once in a while in tourist areas. These shopping centers comprise generally of manufacturers itself outlet stores selling their very own brands at a discount or on schemes. These shopping centers are normally not tied down. A strip setup is most common, although some are enclosed malls, and others can be arranged in a “village” cluster.

Notwithstanding making a benefit on non-standardized stock, an outlet store is a best spot to auction season stock or even once in a while old fashioned product which generally may not attract any response whenever offered in other departmental stores. Other than this, the manufacturer can feel free to sell those product which generally would typically either be disposed of or discounted as an unadulterated misfortune, since because people are fascinated by getting the manufacturer’s brand name at a considerable lesser cost.

As outlet stores present win-win circumstance for both the clients and the dealer, numerous organizations have added another practice to get more benefit. Presently they purposefully produce less expensive things that appear to be like the first ones under a similar brand names yet in genuine are lower in quality and sell at their outlet stores. This is where the price conscious people and bargain hunters should take care.



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## **Limitations**

Each mall developer feels that they are not to scrutinize, they are to enjoy ought to be felt by a customer. Malls have truly changed patterns of retailing however everything on the planet has two perspectives i.e. benefits and limitations. Malls give an extraordinary shopping background yet in a nation like India where retail area is still just about 97 percent unorganized, malls need to do a lot. There are some constraints and criticisms of malls which are as per the following:

**1. Limited to Metro Cities:** The malls from the financial point don't contribute in balanced economic development. Like some other business and corporate they are additionally bunched in metropolitan and enormous urban areas. Because malls demand higher expenditure by the customer, charge higher prices for branded products. Clients of country and semi urban territories are still away from mall revolution.

**2. Loose of Personal touch with Shop Owners:**

The growth of malls brought about a specific feeling among consumers, they state that they have lost an individual touch with the retailers and an exceptional relationship which was existing with the local kirana or Mom and Pop stores, since numerous years is lost. In malls the customers get great services however they expect after sales services which is lacking in this pattern. Customers visiting shopping centers need individual relations with retailers. They feel regardless of whether visited consistently despite everything they are treated like some other customer, though in the nearby kirana stores they are treated as a special and are known by their names, their preferences and inclinations, purchasing propensities, personal issues and so on.

**3. Unplanned Expenditure:**

Malls become a war zone where the brands, small, medium and enormous the known and the not all that notable battle out for the customers' consideration. At the point where customer see more than they needed. This attracts him to purchase unwanted products. Many researchers show that money is shifted easily and unknowingly from the customers pocket to the mall owner. This altogether expands their spontaneous consumption.

**4. Prices felt as high:**

The customers feel while shopping in the malls that with the exception of certain items the costs are profoundly inflated. They likewise feel that while picking an assortment of items they end up





in paying more cost and furthermore are especially restricted to bargain. They appreciated at the nearby store on each and every item. They can bargain and satisfy by this to these traditional shops or sellers.

### **5. Time consuming:**

The shopping in malls gives a comfort understanding, however while going to shop in a mall the customer first needs to plan & make schedule for this. Shopping from malls requires more time compared to shopping in nearby traditional retail store.

### **Effect on Consumers**

Malls as a single point destination for shopping, food & entertainment. It is brand conscious, quality conscious, atmosphere conscious location for the conscious customers or potential customers. Studies resulted in that when a customer has a list for shopping, there is always increase and difference between the list and actual purchased or consumed items. Because so many attractions like amusements, special food, services, etc. are offered so smartly in these malls. It's further echoed by maximum consumer to be the weaker consumer sentiment which states that this cautious attitude towards shopping is augmented by a growing fear of a sharp crisis in the future, which with a further decline in international trade and commerce, may affect the employment of maximum consumers. Therefore the consumers have started curbing the buying habit and are deferring unscheduled purchases.

### **Effects on Retailers:**

Notwithstanding crumbling purchaser feeling, malls are thinking that it's hard to attract footfalls and occupancy rate is additionally moderate. With plunging marketing projections, retailers' benefits have gone somewhere around more than 35 percent. To enhance cost, they are coordinating administration, promoting, human asset and IT branches of units into one. Customers Stop is likewise reading alternatives for cost justification. Spencer's Retail has shut 56 stores and keeping in mind that concentrating on huge configuration stores, plan to include 15 Hyper stores in the following two years. Vishal Retail has shut enormous distribution centers in Kolkata and Mumbai for economic slowdown Adidas, Raymond Apparel, The Mobile Store, Gini and Jony and Crossword are shutting down stores, re-finding and extending where business is feasible. One of the main purposes behind shutting stores is that land rentals had multiplied





over the most recent three years comprising up to 35 percent-40 percent of working expenses in top of the line areas. Retailers are re-arranging rentals to 15 percent-20 percent or proposing rentals on an income sharing premise. Auxiliary to stores confronting serious money crunch, retailers are postponing installment to providers and with stores at long last bringing down screens, staff prerequisite is declining bringing about occupations getting to be repetitive. So as opposed to open more stores, retailers have moved their concentration to combine and improve tasks by upgrading effectiveness and benefit through compelling production network the board, to spare stock and calculated expense and mind wastages. Retailers are likewise pushing private names to secure their overall revenues while promoting sales by offering discounts and other schemes.

### **Conclusion**

Anyway with the consequent restoration of the boom period, development of organized retail and consumption is relied upon to take a higher direction. Consumers presently conditioned into sparing behavior will eventually unleash their pent-up demand for preferred brands. So the present stage can be positively understood as an open door for the retail business to realign its operational structure, study shopper conduct and construct consumer centered strategies. On a more noteworthy stage, mall leaves a permanent impact on its quick catchment territory and further. Aside from changing the physical horizon, it has an overflow impact to the human web related with the mall. Consumers change their consumption patterns & styles, their lifestyle activities and get involved themselves in the mall culture – which gives further development chances to the fledgling retail industry. Additionally the significance of the retail business as a job opportunity. This prompts a procedure where one produces the other and is at the same time changed, making ready for the socio-economic revolution to increase more noteworthy & better ground in India.



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