

## Social Development of Indian Masses through MALL Culture

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**Abstract:** In last decade of globalization in Economic prosperity. Retailing is most active and attractive sector. Previously the retailing Industry itself was present but recently it has witnessed so much dynamism. The emergence of retailing in our country has more to do with increasing purchasing power of buyers, after liberalization & globalization increase in product variety with economics scale by modern supply and distribution solutions The new technologies are improving retail productively with sales of highest point in our country. The key challenge in retail sector are location “Right place & Right choice “ Pricing target audience, “consumer the prime mover “ and scale of operations. The successful adoption of western shopping mall to change the life style & make the shopping time saving. The traditional markets are making way for new store formats like dept. stores, Hyper market, super market & stores. Malls in our country are developing both in metros and smaller town proving shopping. Entertainment and food, all under one roof, Malls have become symbol of India’s growth and have improved the quality of life for the shopping with our economic prosperity.

**Keywords:** Retailing, Economic prosperity, shopping malls.

### Introduction:

The word economy very enormously expended to manufacturing firms in the 1980s so globalization prosperity made economically. However the early 1990s the service sector made tremendous development made in various fields such as telecommunication and information technology with internationalize consideration.

The liberalization of foreign, trade and investments regime worldwide following the structuring of the world trade organizations (WTO) General Agreement on Trade in Services (GATS) in 1995.

The Retail sector services that grew impressively where by intensified globalization brought about the retail multinational- mostly food and general merchandise operators. Initially the retail business large numbers of small shops selling limited variety of goods and services as per requirements of consumers. The consumer became mobile, efficient with economy developed, the retail sector rapidly change & mall traditional shops by large department- stores, super markets presenting a wide range of merchandise and services. The pull factors to growing business opportunities rapid organization, high population growth, rates, rising incomes, westernization of life style increasing demand for fast food.

As indication of economic prosperity in India the shopping cum entertainment. Options are getting bigger and better, sporting multiplexes and food courts.

The Retail industry in India has undergone with two different phases and in recent past changing at fast speed from traditional informal retailing sector to modern. There is too much scope for foreign players in Indian economic conditions, providing government by capital inflow, generating. Employment and by becoming big source a tax revenue.

The retail boom in the country is basically happening. Because of the new age economic and financial growth of the Indian consumer. Today customer's primary expectation has become the demand for all under one roof shopping experience. The whole range of products, playing around with the children, sharing the drink in pub. Eating out in a restaurant, visit to discothèques.

## **MALLS:**

The new generations thinking have changed now people want shopping malls and multiplexes near to home. Building theatres above malls make it economical: mall-multiplex is where the future is people no more want to travel all the way to just watch a movie.

Shopping malls attract buyers and seller, and attract customers, providing entertainment facilities enough choices. Which grab, the attention increasing the probability of their entering into the store of impulse purchases. Malls offer them all their need under one roof this give customer satisfaction in reference to selection atmosphere, convenience sales people, refreshments. Location promotional activities with economic this give customer satisfaction in price. A combination of general entertainment and price oriented promotions is strong encouraging customers to frequent visit and spend more.

**Types of Malls:** The malls basically are classified on the basis of their Merchandise orientation means types or Goods and Services sold and their size. The trend towards differentiation and segmentation will continue to add new terminology as the industry matures. Following are the different types of malls.

(i) Regional Malls: According to International Council of Shopping Centres a regional mall is a Shopping Mall which is designed to service a larger area than a conventional Shopping Mall. It is typically larger than 400,000 square feet to 800,000 square feet gross leasable area with at least two anchors and offers a wider selection of stores.

(ii) Super regional malls: This is a mall which is almost similar to a regional mall, but it is larger in size than a regional mall. It has more anchor stores, a deeper selection of Merchandise and draws from a larger population base. A super regional mall is according to International Council of Shopping Centres, a Shopping Mall with over 800,000 square feet (74000 2 m ) of gross leasable area and which serves as the dominant Shopping venue for the region in which it is located.

(iii) Outlet Malls: An outlet mall or outlet centre is a type of shopping mall in which manufacturers sell their products directly to the public through their own stores. The other stores in outlet malls are operated by retailers selling returned goods and discontinued products often at heavily reduced price. In India these outlet stores are not shopping malls, they are called generally called as factory outlet shops because they generally call general products directly offered by the company.

(iv) Vertical Malls: Vertical Malls are the malls typically multi-storey building. The vertical mall is common due to the high land price in densely populated and the higher yield on retail property. The concept of the vertical mall departs from the common Western model of the flat shopping mall in which space allocated to retail is configured over a number of storeys accessible by escalators linking the different levels of the mall. The challenge of this of mall is to overcome the natural tendency of shoppers to move horizontally and encourage shoppers to move upwards and downwards.

(v) Lifestyle Centres: Lifestyle Centre is new designated that has a loose definition. Generally, it's a centre that does not have on anchor tenant in the classic sense that is, department store. Lifestyle centres have a cinema as a major tenant.

(vi) Dead Malls: The dead malls are those which have failed to attract new business and often set unused for many years until restored or demolished. Interesting example of architecture and urban design, these structures often attract people who explore and photograph them. This phenomenon of dead and dying malls is examined in detail by the website Deadmalls.com which hosts many such photographs as well as historical accounts.

(vii) Strip Mall: Strip mall also called Shopping Plaza or Mini mall. It is an open area shopping center where the stores are arranged in a row with a sidewalk in front. Strip malls are typically developed as a unit and have large parking lots in front. They face major traffic arterials and tend to be self contained with few pedestrian connections to surrounding neighborhoods.

(viii) Outlet Mall: Outlet Mall is a type of Shopping Mall in which manufacturers sell their products directly to the public through their own branded stores. Clothing, sporting goods, electrical products, cosmetics and toys are among the types of items sold at outlet malls. Outlet malls first appeared in the United States as a development of the traditional factory outlet a store attached to a factory or warehouse. An outlet mall places several such outlets under one roof in a convenient location, usually an out of town site. The out of town site minimizes overhead costs.

(ix) Luxury Malls: Luxury Mall is mall which only house luxury brands. The mall in India luxury malls have been planned to be built soon, most of the tenants are expected to be the best brands in the world such as France's Louis Vitton, Greece Dunhill Fendi Mont Benc, Van Clef and Arpels Rolex and Omega.

### **Effect of Mall Culture in India:**

The mall boom in India began with Cross roads which was constructed in 1991 and was owned by Nichlos Piramal Pharmaceuticals. It is located near Haji Ali, Mumbai and is spread across 1, 50,000 square feet. The mall was a culmination of two offices which were: a. The office of Nicholas Piramal b. The office of a famous MNC pharmaceutical brand The initial mall in India was a huge failure. In the West malls are located on the outskirts of cities so as to offer entertainment with shopping. Malls in India are located in the heart of the cities, making parking a nightmare for shoppers. These malls however are mostly constructed by The malls in India are of box like structures which are not massive in size.

### **Reasons for growth of Malls in India:**

Fast growing middle class with higher discretionary income. Emergence of youth as an independent shopper with a lot of disposal income. Rogerness of Indian shoppers for a new shopping experience. Ability of Mall developers to make shopping an enjoyable experience. Presence of factors like cost effectiveness, convenience wide variety of products with the fun element entertainment and good time pass plus shopping on weekends. Influence of media and marketing communication resulting in changing aspirations, lifestyle orientation and change in consumer perceptions about shopping.

### **Mall Culture in India:**

Culture could be defined as the set of learned beliefs and values and mall culture is learned shopping experiences. This culture is different from the typical Indian Shopping Culture (i.e. convenience/Kirana shops or Mom and Pop stores). The mall culture in the society is created due to shopping, roaming, enjoying movies and entertainment and also making routine to visit a mall. In India all this has happened rapidly but there is still a huge potential market remains untapped. The malls developed in India due to many reasons. Some are listed below:

- Population Density: Market is the sum total of existing and potential customers. Prominent cities of India cover a huge part of population. A huge percentage of population lives in these areas. This gives developers a very big market to serve.

- High income: These cities are known as industrial hubs. Here the income level of people is higher than the level in rural and some urban areas. People have more money to spend on good shopping experience they can think more than bread and butter and also are ready to spend for entertainment.
- Different buying habits: In metro cities shoppers are broader conscious. Malls collect these all of international brands of reputed companies are made available by malls. Change in culture again developed a situation where both husband and wife are working and they want all the required materials under one roof, this led to developing of more and more malls.

**Conclusion:** - In present situation of Indian retail segment the malls will soon be able to successfully hold the massive Indian market fast growth, greater income to middle class. Working couples; nuclear families etc. the successful western. Shopping mall concept to the Indian. Customers will help to change the life. Style and make the shopping time saving. Malls in Indian. are developing both in metros are smaller towns providing shopping entertainment and food all under one roof. This have become symbol of Indian growth and have improved the quality life for social development of common man.

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