

## **Mall Culture Promotes Westernisation!**

### **Introduction:**

Mall development is taking place at a rapid pace in both Tier I and Tier II cities in India, driven by the organized retail sector. For the discerning Indian consumer, the malls are proving to be a panacea to all their shopping woes. The packed parking areas, crowded food courts, brimming anchor stores and kids' zones are a testimony to the above. Increasing disposable incomes and paucity of quality time are creating a need for malls in the lives of affluent, urban Indian consumer.

### **Growth of Malls in India**

Until 1990, street markets and bazaars were the top performers in the Indian retail Sector, and they contributed immensely to sales. But after 1990, country saw an emergence of mall culture especially in metros like Delhi (NCR), and Mumbai with an incredible pace. Just a few years before, people had to make a choice among shopping, movies or hanging out on a holiday but thanks to our malls, all these jobs can be performed at the same time, under the same roof and that too with a wonderful experience.

People find these malls to be the best place to shop or hang out place as they offer free entry to a completely air-conditioned complex with good music playing all around and loads of window-shopping opportunity which is appreciated by one and all. Not to forget the numerous food joints that serve different cuisines meant to create a centre of attention for all the foodies. Though malls are equally popular among all ages, the true lovers of multiplexes are the youngsters for whom malls are the 'ultimate place to roam'.<sup>1</sup> These emerging formats serve various purposes like shopping, entertainment, get together, dating or simply a free of cost good place for time pass. For teenagers especially the colleges going students, unfortunately, malls have become the coolest and safest place to go bunking. Opening of dance floors (discos) have added a new adventure and fun to teenage life.

These 'never seen before' experiences have changed the trends to an extent that the glamour that could be seen only on the silver screen has now come to all major cities and one can easily see it in his/her neighbourhood. Almost all the malls present in any region can match any high-quality mall in any part of the world.

Tier II cities is playing major role in retail space extension activities. Identifying this gap there is huge scope of malls to be build in Tier II and Tier III cities. Amravati is one among the tier II cities.

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<sup>1</sup> The case was developed by S. A. Chourasia, P. C. Khanzode (Sipna COET, Amravati), during the Case Writing Workshop organised by Dept. of Business Administration, Sipna COET, Amravati, on 13-15 February 2023

Hence the city recently got its only mall in the region on 24<sup>th</sup> June, 2022. The citizens are now able to get the world class experience of mall in their own city.

### **About the mall:**

- This mall is Western Vidarbha’s only Mall which is spread over a sprawling 3.50 Lac square feet including 3 floors of shopping space, one dedicated floor for food court and one exclusively for entertainment. This is the 1st and only Community Centre in Western Vidarbha.
- Though the mall is new to Amravati but the XYZ Construction Pvt. Ltd. Is well established brand with more than 33 years of experience in the same field,
- It is all set to offer visitors a specially curated mix of over 75 brands across Fashion, Electronics, Footwear, Home needs, Food and Entertainment and others utility stores.
- This Mall is catering to 15 million catchments of Amravati, Akola, Washim, Yavatmal, Khamgaon, Buldhana, etc.
- The mall has been planned such that it offers 50% area to Retail, 25% to FnB and 25% to Multiplex & Entertainment.
- The mall management has outsourced professional agency from Bangalore to cater the needs of the HR and Operations management.

### **Brands available:**

<b>Fashion</b>		<b>Food Zone</b>	<b>Entertainment</b>	<b>Others</b>
Adidas	Manyawar	Barbeque Nation	Fun World	Jio Mart
Arrow	Metro	Café Bollywood	Masti zone	Reliance Digital
Aurelia	Monte Carlo	KFC	Miraz Cinema	Mr. D.I.Y
Biba	Mufti	Mad Over Chicken		
Body Shop	Only	Pizza Hut		
Capello Salon	Pantaloons			
Enamor	Park Avenue			

Go Colors	Rare Rabbit			
Indian Terrain	Reliance Trends			
Jack & Jones	Skechers			
Just Watches	Spykar			
Killer	Trends Footwear			
Lavie	US Polo			
Levi's	Vero Moda			

### **Marketing Strategy:**

Mall promotions these days are as common a sight in shopping centres as the tenants themselves. Malls sometimes hold themed events especially during festivals, food festivals, handicraft exhibitions and celebrity visits which attract footfall and boost retailers' sales, but also provide a platform for opportunities in commercialisation. Below listed are the strategies used by the mall in Amravati.

- **Giveaways**
- **Flash Deals**
- **Conduct Events**
- **Decorate the Mall**
- **Leverage social media**
- **Launch and promote gift cards**

### **Footfall in the mall:**

<b>Day</b>	<b>Step-ins</b>
Monday – Friday	6000 – 7000+
Saturday	10000 – 12000+
Sunday	15000 – 17000+

### **Key issue found:**

There is heavy footfall during weekdays as well as on weekends, but there is disparity between the footfall and sales.

(Expand)

**Questions:**

1. Do you think Mall culture has changed the lifestyle and attitude of consumers in Amravati city?
2. Do you think Mall culture has brought fun factor?
3. Although malls have made the retail industry an organised sector but it is eating up on the small retailers and shoppers which is worrisome. Do you agree?

## Teaching Note

### 1. A synopsis of the case (100 words)

Tier II cities are playing major role in retail space extension activities. Mall culture is fast catching up in India and is replacing the traditional retail sector. It is a means of getting almost all the things one need under one roof. It saves one from going for shopping in the hot summers or cold winters or rainy season. It's not only a place for shopping but also provides means of entertainment and rejuvenation.

### 2. The target learning group

Retailers, Investors and Management students training program

### 3. The learning/teaching objectives and key issues

Set out the learning/teaching objectives, and identify the key issues in the case that will help achieve them.

**Objective:** To analyze the consumer perception towards mall shopping/culture

**Key issue:** As there is huge footfall in the mall, the retailers are shocked to learn that while people are spending a lot of time at these malls, they are not spending a lot of money.

### 4. The teaching strategy

Step 1: Sharing the case with students

Step 2: Discuss with the students

Step 3: Divide them into groups

Step 4: Students will present

### 5. Questions for discussion

A. Analyze the mall culture in Amravati?

- B. Analyze the scope of upcoming malls in the city?
- C. Discuss the impact of mall on the buying behavior of customers?
- D. Describe the fun factor brought by the malls?
- E. Analyze the sale and footfall ratio?

**6. Analysis of data**

**Finance**

**SWORT** analysis can be done

**7. Background reading**

Mall culture plays an important role as we visit malls with our families on weekends to watch movies, it caters to all age groups. It makes a bonding within the family (Shopping and entertainment). Being in mall enhances your standard and it has become a trend to visit a mall. An economic growth can be seen through the emerging mall culture.

**Books:**

- 1. Retailing Management – Swapna Pradhan**
- 2. Retail Marketing Management – Swapna Pradhan**
- 3. Retail Management – Gibson Vedamani**
- 4. Retail Management – Levy & Weitz**

**8. Experience of using the case**

This is new case hence, has a varied scope for experiments and experiences.

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