INTRODUCTION:

The concept of shopping malls first developed in 1950s and the credit for this invention goes to Australian born architect and American immigrant Victor Green. The first generation of malls was set up in North gate Mall, US in 1950. Northland Shopping Center was constructed by Victor Green in the US in 1950. Gulf gate Mall in Houston was an open air shopping center for customers. Later as time passed the malls were then shifted from the crowded commercial areas to the residential suburbs. These malls were accessible only through automobiles and therefore gradually became a famous destination for retailers across the world.

In India, malls have transformed shopping from a need to habit of people. The mall space which was only 1 million sq ft in 2002 has fulfilled new milestones of 40 million sq ft and 60 million sq ft in 2007 and 2008. There is a tremendous shift in the mall face, from just 3 malls in the year 2000 to 220 malls in the year 2006. Showing the signs of further enlargement, India is having more than 600 in 2010 and 715 malls in 2015, with an estimated total retail space of 100 million sq. ft. Shopping malls in India are estimated to be worth Rs.38,447 crore by the year ending 2010. Real estate corporations like DLF and Unitech have come up with the plans catering the demand for shopping malls. In the next four to five years Rs 65,000 crores is expected to be invested in retail real estate. In most of Indian malls, around 30% of space is allocated to apparel retailers, 12-20 percent space is allotted to Food and Beverages. Indian malls vary between 35,000 sq. ft. to 10,00,000 sq. ft. The largest malls in Indian cities have 25,000 footfalls per day which hikes to an average of 40,000 on weekends. Due to radical change in shopping and consumerism shopping mall syndrome has hit India in all earnest. Even though the malls are growing from metros and mini metros cities, the spread of malls is highly concentrated in India. North Zone is having the high attractiveness with 39% while South, East, and West Zone holds 18%, 10%, 33% of total malls. Creating artificial product scarcity, cheap imitation, and taking customer for granted are the talks of yesterdays, thanks to the mall culture. Further, shopping mall is the paradise where various shopping desires like impulse shopping, hedonic, status consciousness, market mavens, economic motive, utilitarian motive etc. can be fulfilled under one roof. Sourcing Indian Malls can grow like anything, if proper attention and apparel in the post–quota regime. As Indian Retailers use custom labels along with branded products they can become the major supplier of high quality apparels. While on the other hand, Indian retail
businesses are busy in global sourcing to get competitive advantage. Like, Godrej Natures Basket is trying to start global sourcing directly. Subhiksha established a different department, which continuously sets best prices in groceries around the world.

BIG Bazzar, DMart, Reliance, More all these malls have created chaos among local kirana shops, general stores, street hawkers and day by day it is becoming a big challenge for the survivor of these small scale enterprises.