LITERATURE REVIEW

For the survey of existing literature, the research papers published in Journals, Reference books, Magazine, internet, government report etc were referred. The observation and findings presented in this section are based on this literature review.

Feinberg, Sheffler, Meoli and Rummel (1989) considered the social stimulation provided by malls, finding that the mall served as an outlet for social behavior. Further examination of this issue was made by Lotz, Eastlick and Shim (2000), who studied the similarities and differences between mall entertainment seekers and mall shoppers. Their results supported hypotheses that there are different motivations for individuals who visit a mall for entertainment activities versus those who visit for shopping purposes.

Roy (1994) in his study considered several characteristics of shoppers - such as functional shopping motivation, deal proneness, recreational shopping motivation, age, income and family size, to be a significant influence on mall shopping frequency.

Burns and Warren (1995) opined that since the store mix and product offerings of many regional shopping malls are very similar, often the primary discriminator between many of these centers is merely location. Making the choice to shop at a regional shopping mall other than the one nearest to one’s place of residence, therefore, does not appear to be a logical choice in many instances. Such behaviour, however, appears to be relatively common. It would appear; therefore, that regional shopping mall choice may not always be based solely on the offerings and location of the available shopping alternatives.
Jackson (1996) in his study observed that malls have become the place where senior citizens walk in comfort and security, where parents lead their young to Santa Clauses, where singles court, where teenagers socialize and where everybody consumes. Indeed a new term, “Mall Rats” has been coined to describe the legions of young people who spend their free time cruising indoor corridors. This proliferation of uses and of customers has led to the frequent observation that regional malls are the new downtowns, the centers of informal social interactions, the successors to the traditional marketplace.

J.A.F. Nicholls (1997) in his article has mention about the situational dimensions affecting purchasing behavior of Hispanic customers in a mall at some distance from their neighborhoods. The Hispanic shopper (which would also include a large segment of immigrants) makes the (shopping) trip worthwhile by traveling with companions, consummating a purchase while at the mall, and buying food or beverage during the visit. The Hispanic shopper also spends more time at the mall and visits more stores while there.

Pashigian and Gould (1998) stated that consumers are attracted to malls because of the presence of well-known anchors - department stores with recognized names. Anchors generate mall traffic that indirectly increases the sales of lesser-known mall stores. Lesser-known stores can free ride off of the reputations of better-known stores. Mall developers internalize these externalities by offering rent subsidies to anchors and by charging rent premiums to other mall tenants. The results of this article suggested that mall developers are behaving rationally because they know that anchors attract customers to the mall and increase the sales of other mall stores.
Kay M. Palan (2000) in his paper outlined gender identity, of consumer behavior studies in the marketing literature that have examined gender identity. Based on the literature review, the paper evaluates whether gender identity research is still warranted, and proposes specific research questions to guide future research. The author is of the view that it is very essential to understand the complex and changeable nature of personality traits associated with gender categories.

Nikhilesh Dholakia & Piyush Kumar Sinha (2005)

Customers tend to come to the stores with a choice set. This set varies according to the extent of planning that the customer undertakes before reaching the store. With more planning, this choice set narrows. While buying from the traditional format (serviced) stores, the customers carry lists. These lists, in many cases, mention the brand name of the product. Generally, the retailer simply fetches the sought brands and collects them on the counter, ready for tallying and payment. In the very affluent families, these patterns exhibit variations. Rather than the husband, the cart pusher may be the maid or the driver (chauffer). Of course, in such cases, almost all the picking and paying is done by "madam," the housewife-employer. While not yet much evident in Ahmedabad, in bigger metropolitan areas such as Delhi or Mumbai, there are some observed cases of maids coming to shop on their own, using lists provided by the employer. To command appropriate respect from the store help, the maids "dress up" in such situations.

There has not been significant effort by research scholars and marketers to study the consumer behavior pattern in Malls and to differentiate the same with behavior pattern in traditional Mom-&-Pop shops. If the research has been conducted it is not being made available to the other researchers.
Surbhi Khosla (2006) in her article briefly discussed about the retail sector in India and its journey. The article mentions in the chronological order the evolution of different retail formats in India and also major retailers in different formats. The article also discussed the recent trends in the formats and future scope of the different formats of retailing.

Prakash Chandra Dash (2007) studied and exploded the opportunities, challenges and strategies of Indian retail sectors. The paper discusses the challenges like merchandising mix, retail differentiation, supply chain management and also competition from supplier's brand in the Indian perspective.³

Sonal Kureshi, Vandana Sood, Abraham Koshy (2007) conducted a research study on “Comprehensive Analysis of Exclusive Brand Store Customer in Indian Market”. The objective of the research was (a) to provide insight about the profile of the consumers of exclusive brand store, based on their demographic and psychographic characteristics (b) to find out differences if any between the ‘Browser’ and ‘Purposive’ customers and (c) to examine the differences that emerge and draw implications for the retailer.
**Piyush Kumar Sinha & Sanjay Kumar (2007)** conducted research study to identify and classify the different formats of retailing in India. The study classifies the different formats of retailing in different categories and also explains the growth of each category and motivation of retailers to expand into specific category. Some of the findings of the study include: Most of the organized retailers in India are harping on quality, service, convenience, satisfaction and assured benefits to lure shoppers into the store. Retailers are not creating value for the consumer and also unable to decide suitable vehicle to deliver desired consumer value. No doubt that retail format is one of the vehicles to deliver value proposition and also it helps to position the store in the mind of target shoppers.

**Asif Zameer (2007)** in his paper has discussed MALL MANAGEMENT and has concluded that Mall Management has emerged as the single most differentiating factor in today’s scenario where the numbers of malls are multiplying. The need of the malls to differentiate themselves is a sure way of emerging winner and this positioning is ensured through mall-management. Mall-management is all about differentiating mall from the rest, getting maximum footfalls, converting the footfalls to purchase and keeping the footfalls and the tenants happy and satisfied.

**A M Sakkthivel (2007)** conducted a study on “Strategic Placement of Organized Retail Formats in Potential Markets - A Critical Analysis” the study covered different retail formats and their locations for reaching the target market. The study concluded that the majority of the new retail formats are concentrated in tier 1 cities; the new retail formats are increasingly expanding their operations in tier 2 and smaller cities also. Categorization of potential markets and mapping of the retail formats are key success factors for the organized retail formats in India.
S. Ramesh Kumar, Rajeev Ravi, Jeevish Jain (2007) study and explored the relationship between Point of Purchase and Shopping Behavior in An Emerging Market-The Indian Context. The author concluded that Point of Purchase (POP) materials are used both by kirana shops and by organized supermarket retail outlets. This study investigates the impact of POP materials on kirana shop purchases and the purchases of consumers from supermarkets. The author feels that POP material has large impact on the purchase of FMCG purchases. Also the POP material makes consumer try the product and increases the consideration set of the consumers.

Subhashini Kaul (Ms.) & Abhishek (2007) in their paper titled “Consumerism and Mindless Consumption Sustaining the New Age Urban Indian’s Identity.” highlighted the critical factors that contribute to a negative impact on consumer identity. Key factors impacting the ‘New Age’ Urban Indian’s identity were discussed in the paper and mechanisms suggested at business firm levels to sustain and arrest this damage. Paper identified that multiple social identities are a reality. In the new millennium, every consumer has to realize her multiple role(s) and the roles’ salience in an integrated manner.

Nidhi Katare (2007) attempted to look at the structure of Retail Marketing in India. According to her retail marketing is most dynamic and exciting areas of growth in global economy. The author suggest that to beat the competition, stand out in a saturated marketplace and succeed despite tightening margins, savvy retailers has to focus on customer-centric service, personalization and loyalty programs to attract and retain customers.
Ms. Shelja Jose Kuruvilla (2007) in his article titled “Malls vs. Kiranas- Challenges and Strategic options” he has studied that the size of retail industry in India is about $350 billion and is expected to grow at 13% p.a. Organized retailing is only 2-3% at present, but it is projected to grow at more than 30% p.a. and it is also estimated to reach an astounding INR 1000 billion by 2010. Rising income level, young population with high disposable income, availability of brands and merchandise, media proliferation, the impact of globalization, saturation in international markets, positive indicators of the economy and the changing mindset of the consumers are the major drivers quoted behind this retail boom, but what about the Kiranas. With the help of a consumer study, this paper attempts to understand patterns & reasons for switching shopping habits, an attempt is also made to suggest options available to develop and strengthen competencies to enable them to survive and flourish in the coming decades.

C S Venkata Ratnam (2007) have detailed changing consumer behavior in retail trade in India in his paper entitled “Changing Consumer Behavior and Emerging Challenges to the Retail Trade In India” The author has highlighted that sustained and rapid growth of China and India, which together provide home to over a fifth of the humanity, are creating a tremendous surge in consumerism on a scale which is unprecedented. Both the countries are attractive destinations for investment and production as well as sales and marketing.
Sanjev Verma (2007) studied Consumer Preferences for Retail Store Selection in Mumbai. The study was undertaken to understand the factors affecting consumer preferences for retail store selection and developing marketing strategies towards meeting the needs and wants of consumers. This study examines the linkage between consumer preferences and the importance of some salient store attributes.

Roopampreet Kaur, Gagandeep Banga, Babita Kumar, Sandeep Kapur, S.K. Singla (2008) in his paper titled “Visual Merchandise and Store Design Strategies of Specialty Retail Stores” In this study the author has studied visual merchandise and store design strategies followed by Specialty Retail Stores. Specialty apparel stores from Ludhiana and Chandigarh were selected for the survey. Twenty specialty apparel stores were selected on judgment basis, ten from each city. The author found that Colour and season is the main theme of the display window design but the display window is not changed frequently. Lighting is mainly used for illumination rather than for creating an atmosphere conducive for buying.

Abhishek Anand (2008) in his case study titled “Formats vs. feeling (organized vs. Mom & Pop Stores) observed the process and functioning of the both organized and unorganized retailing. The organized retailers have been trying to improve the customer relationship by emulating Mom and Pop Stores. The stores intentionally make the setting of a wholesale market than a sophisticated shop. The retailers need to give their customers a more personalized shopping experience. The retailers should continue to benefit from the cost advantage and the variety they offer to the customers. The extent of effect will be decided by the strategies of the organized retailers and Mom and Pop stores in the coming future. But in the battle between Retail stores and Mom and Pop stores the customers are definitely going to benefit.
Kavita Sharma (2008) attempted to look at Shoplifting in Malls in Ahmedabad in her paper titled “Shoplifting. A biggest challenge for retailers.” The paper discusses the types of shoplifters. Why people shoplift & also some of the Shoplifting techniques. The article also suggests some of the measures for retailers like training and educating the employees and raising Physical security measures to raise the deterrence level.

Shelja Jose Kuruvilla (2008) in his case study has briefly touched on HR practices in Malls in Mumbai. The Author has suggested that Malls in India literally have a blank sheet of paper on which to create a new HR function. In order to design this new function, it will be important to understand what is critical to the successful operation of a mall and use this information to the mall’s approach to HR. This case study was constructed by author based on interviews with practicing mall managers, retailers and secondary data, tries to understand the challenges faced by mall management in fulfilling the HR function when areas as cleaning and security have been contracted out.

Manoj K Trivedi (2008) in his paper entitled “From Traditional Markets to Shopping Malls. A paradigm shift” holds the view regarding of the fast approaching retail boom scenario that it is likely to happen sooner than later. The author discussed the impact of the same on the Indian Traditional retail outlets with its likely positive and negative impact. The author concludes that where the organized sector poses a cut-throat competition for the kiranas the fact still remains that India being a country with diversified social classes there is a scope for both to survive. The emergence of a developed retail sector will pose a competition rather than a threat to the traditional stores which would help these stores change their outlook and ways of working.
**Gursharan Singh Kainth & Mr. Divakar Joshi (2008)** studied the Perception of Customer & Retailers towards Malls in Jalandhar in Punjab. The study was undertaken to learn about people’s knowledge, beliefs, preferences & satisfaction. The locale of the study was The Malls in Jalandhar region of Punjab. The sampling method used is non-probability convenience sampling. A sample of 200 customers’ and 50 retailers was selected through convenience random sampling.

**Surbhi Khosla (2009)** in his paper entitled “Understanding Retail Sector in India: A Journey from Ancient to Modern Era” has highlighted the different formats of retailing in India and also narrated the recent trends in retailing in India. The author holds the view regarding the large formats retail outlets that the entertainment factor being very high have a more chance of being successful than the other formats and outlets.

**Ajay D Shah (2009)** in the PhD thesis titled “Consumer behavior towards shopping malls vis-à-vis Mom and Pop shops” done research in western India especially cities of Gujarat. In his research he examines the experience of consumers towards shopping malls against Local stores.

**Lalitya Vir Srivastava (2009)** conducted a joint study with ASSOCHAM to identify the opportunity for the retail outlets at the shopping Malls. The study highlighted major advantages to retail outlets to be setup in the shopping malls and also the strategies and tactics being adopted by the mall developers to attract the retail stores.
L. Dhamayanthi & S. Pradeep Kumar (2009) indicated the importance of allowing FDI in Retailing. The paper has high lightened the factors for not allowing the FDI in retail sector but at the same time has quoted the example of China which was able to achieve the great result by allowing 100% FDI in the sector. The paper discusses India’s current position in the sector and implication if the sector is opened for FDI. The paper concludes with strong argument that FDI should be allowed in the Retail.

Amit Singla & Anil Kumar Goyal (2009) provided excellent description on the Indian retails Industry in their paper entitled “The Retail Industry: From Myth to Malls.” The paper discusses in detail the Growth Drivers for retail industry, Investment Opportunities in different sectors of retailing with High Growth Potential and Fastest Growing Formats. After analyzing the retail industry, author concluded that the organized retail has opportunities to grow in India in spite of the kirana stores. The organized retail is attracting more and more Indian as well as foreign players of the retail industry. As the study shows that a major portion of the organized retail will be developed in small cities and towns, this opportunity has not been encased by kirana stores and they are unable to meet the requirements of the customers.

Rupesh Kumar Tiwari, Anish Abraham(2010) studied in there paper entitled “Understanding the consumer behavior towards shopping malls in Raipur city” the consumer behavior towards shopping malls, with reference to Raipur city. The paper also examines the Mall developers, managers, marketers and operators with the perfect blend of necessary acume in terms of various shopping dimensions required to offer the targeted customers so as to operationalize the mall with utmost productivity and performance.
Hemant Syal (2011) research paper titled “Retailing in India: Future Perspective” published in IJRFM Volume 1, Issue 8 (December 2011). The paper paints a verbal picture of the impending retail boom likely to happen sooner. The signs are all over the place. For few years foreign retailers will have the role of facilitator to standardize the agribusiness and to unify customer’s preference across the country. The competition will help to increase the quality of service of the existing local retailers and greater customer satisfaction in Indian society. Concept of self-employment will vanish and sustainable small industries will be roped with the big chains. Paper gives a glimpse of the slow evolution of retail market over the years.

Satyendra Bhardwarj, Rajeev sharma and Jyoti Agarwal(2011) studied in there paper titled “Perceptions of consumers towards shopping mall: A case study with reference to Aligarh and Mathura city” information about Customer satisfaction level with the Shopping Malls in India. There have been a great successful brand both national as well as foreign brands and again it has been realize that brands are sustaining power to stay in the competitions.

Mrs. Sudha Vemaraju (2011) studied in the background of changing retail trends, understanding customers perceptions, building relationship and retaining customers have identified as major source of competitive advantage. So the present paper attempts to bring critical areas in retailing:

1. Customers perceptions
2. CRM
3. Changing waves in retailing
Arpita Khare (2011) studied in her paper titled “Influence of hedonic and utilitarian values in determining attitude towards malls: A case of Indian small consumers” the influence of hedonic and utilitarian shopping values on consumers attitudes towards malls in the smaller cities of India. Emotional and rational shopping motives are supposed to govern the consumer’s attitude towards malls. The research was conducted in five mini-metropolitan cities in Northern India (n=325). ANOVA and multiple regression tests were administered to analyze the data. The results show that the hedonic and utilitarian values of small city consumers influenced their attitude towards malls. Results also showed the influence of age in consumer’s attitudes towards mall attributes.

Deepika Jhamb and Dr(Ms) Ravi Kiran (2012) in their paper tries to understand the improvement in retail sector in India, especially the modern retail formats, its attribute, type of goods and impact of consumers demography on choice of emerging retail format. The present research examines the emergence of modern retail formats in India. The major emphasizes of the study is on consumers preferences of shopping goods and convenience goods from modern retail formats. The findings of the paper reveal that consumers prefer modern retail formats due to quality, variety of brands, parking facility, trained sales personnel and for security purpose. Consumers’ prefer malls and specialty store to purchase various shopping goods like clothing, Footwear and Jewellery more as compared to convenience goods. The paper further explores that higher income consumers and younger generation visit modern retail formats more as compared to older once with low income.
Sangita Mohanty (2012) studied in her paper titled “Drivers of retail shopping: An Exploratory study” consumers attitude towards nearby market, big bazaars and shopping malls and to analyze the related reasons age wise, education wise and income wise. The basic purpose is to find out the reasons of patronizing a store gender wise and to unfold the consumer’s preference to shopping malls.

Gangadharaih D.N, H.N. Ramesh and Y.N.Nagaraju (2012) studied in the paper titled “Retailing behavior of rural and urban consumers towards organized and unorganized Retail outlets”. There is a difference between rural and urban retailing behavior towards traditional outlet. Buying variations between male and female customers and also different bung among married and unmarried customers 39.3 and 26.8 percent of rural and urban customer preferred quality and varieties of products respectively. Most rural responders purchase their necessaries at once in a month. Most of the urban respondents purchase once in a week. Most of the urban respondents use debit cards for purchasing. But most of the rural pay cash for purchase.

Kavita Kanabar(2012) in her paper entitled “Change in consumer behavior in Surat with introduction of Mall”. Modern organized retail has forayed into Surat, as is evident in supermarkets and multi-storied malls that offer shopping, entertainment and provision for eating under one roof. The study finds that primarily in the malls for shopping, consumers prefer eating at food-courts, window shopping and entertainment in the form of movies at multiplexes or video game parlors. They also attend events, promotions, competitions and product launches that are organized in the malls and spend their leisure time with family and friends. Over the period, the mall culture has gained acceptance and consumers are repeating their visits for successive purchases marked by the increase of regular users at malls.
Anil N. Barbole and Varsha Borade (2012) studied the impact of a customer buying attitude on various grocery products in supermarkets. The growing competition among the retailers and the increased customer dissatisfaction among customer are reasons for the grocery retailers strive to know their customers. The different shopping patterns are owing to varied customer tastes and environment.

Sandhe Ashutosh A. and Pandya Amit R (2012) studied purchasing intention of the people of Vadodara city towards two products categories i.e. high involvement and low involvement. Further, a study of the effect of this involvement on payment mechanism and shopping situation is also analyzed and found out.

Poonam Kamboj (2012) published paper titled “Retail Industry: Its Growth, Opportunities and Challenges” in IJRFM Volume 2, Issue 2 (February 2012) has found out that it is also the second largest industry in US in terms of numbers of employees and establishments. There is no denying the fact that most of the developed economies are very much relying on their retail sector as a locomotive of growth. The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the countries GDP and around 8 per cent of the employment.

Zanual Bashar Bhutoo, Rambalak yadav and vikram singh (2012) The dimensions factor like personalization, facilities, Responsiveness, Flexibility, Courtesy, Privileges to regular customer empathy and Parking space. Retail Outlets in the study, increase the sell of retail outlet and create good brand image in the mind set of consumers. With reference to the objectives of study, Consumer Perception of retail outlet a comparative study of big bazaar and more mega store. The study shows that almost same type of consumer perception practices adopted by big bazaar and more mega store. But there is significant difference in the consumer perception practices adopted by retail outlets regarding empathy.