PROFILE OF SHOPPING MALLSAT COIMBATORE CITY, TAMILNADU

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ABSTRACT: The Indian consumer today wants to lead a life of luxury and comfort. The shopping behavior of consumers has taken a paradigm shift over the years (Moon, 2004)[3].Malls are not only a shopping place but a place to rejuvenate, socialize and entertain the visitors. Without a doubt malls have changed the shopping experience of Indians. Visiting malls and buying branded products satisfy their thirst for better quality of life. Teenagers do come to show off. Certainly shopping malls are bringing in a new culture in India which is different from the traditional one as far as shopping is concerned. In the state of Tamilnadu,Coimbatore city has three major shopping malls namely, Brookefields, Prozone and Fun Republic malls. Consumers prefer to do shopping in these malls as they are big and located in the heart of the city. Hence the study is undertaken in this city. In this context, this study examines the profile of above malls in Coimbatore City.
KEYWORDS: Indian consumers, shopping, Shopping Malls.

I. INTRODUCTION

It is a mercantile establishment consisting of a carefully landscaped complex of shops representing leading merchandisers; usually includes restaurants and a convenient parking area; a modern version of the traditional marketplace; "a good plaza should have a movie house"; where the visitors spend "they spent their weekends at the local malls". The shopping behavior of consumers has taken a paradigm shift over the years (Moon, 2004) [3]. The millennium year saw the emergence of super markets and hyper markets. The growth of middle and higher middle class, growing trend of establishing call centers and Business Process Outsourcing (BPO), increasing number of dual income, emerging nuclear families, , convenience of shopping different products under one roof and a good place to pass the time have influenced the growth of hypermarkets and the concept of organized retailing in India. Malls are not only a shopping place but a place to rejuvenate, socialize and entertain the visitors. In big retail stores customers get everything under one roof from branded clothes, grocery, and electronics to footwear. Without a doubt malls have changed the shopping experience of Indians. Doing shopping in the scorching heat of the sun has been replaced by AC shopping. Youth take this as a status symbol. Visiting malls and buying branded products satisfy their thirst for better quality of life. Teenagers do come to show off. Certainly shopping malls are bringing in a new culture in India which is different from the traditional one as far as shopping is concerned.

II.STATEMENT OF THE PROBLEM

Moreover, Customers look for new avenues of shopping and they generally used to visit malls in faraway places than the stores nearby, in order to have fun coupled with good shopping (Ooi & Sim, 2007) [7]. A large number of consumers have started switching from open bazaars to malls since these types of retail outlets offer convenience, comfort and affordable prices for shopping. The mall environment which customers seek today refers to a set of factors and attributes, starting from the location of malls to various infrastructure and other facilities, including goods and services (Reimers & Clulow 2009)[8].With over 13 million of retail stores in India in urban areas, these traditional stores are being supplemented by large supermarkets, departmental stores and malls. It has been seen that many a time mall is opened with huge expectations but faced shut down. Initially, several malls were coming up in Tier-I cities like Mumbai, Bangalore, Kolkata, Chennai, Delhi which later moved into Tier-II and III cities also. Big players like Future Group (Kishore Biyani), Reliance Industries, Bharti WalMart, Tatas Super stores, Hindustan Unilever, Indian Tobaco Company have entered into the organized retail segment. In the state of Tamilnadu, Coimbatore city has three major shopping malls namely, Brookefields, Prozone and Fun Republic shopping malls.

III.OBJECTIVES OF THE STUDY

The objective of the study is;
1. To know the profile of malls in Coimbatore City.

IV SCOPE OF THE STUDY

In India, the context of mall emergence is classified into three categories i.e., Tier I, II, and III cities. Coimbatore city comes under the Tier-II city. In today's diverse, corporate backed market place like hypermarket, multi-

national retail chains and shopping malls, the consumers shift away from necessity- driven spending to discretionary spending. The consumers are also very particular about the mall environment which gives them shopping satisfaction. Success actually depends upon its location, demographic factors, and spending power of the local population. Owing to the growth of IT sector, many textile industries, educational institutions, Coimbatore is considered as a prominent city compared to other similarly populated cities in Tamilnadu. As a result of industrialization, Coimbatore has a high cost of living today. Coimbatorians standard of living got massive growth in recent years. Consumers prefer to do shopping in these malls as they are big and located in the heart of the city. Hence the study is undertaken in this city.

IV RESEARCH METHODOLOGY
SAMPLE DESIGN AND SOURCES OF DATA
To know the profile of malls in Coimbatore City, the following malls viz., Brookefields, Prozone and Fun Republic shopping malls has been considered. Related data required for the study were collected from various journals, magazines and websites. Therefore, this research was location specific and was confined to the city of Coimbatore city in the state of Tamil Nadu in India. Hence the results of this research may not be applicable to other parts of globe.

V SHOPPING MALLS –A DISCUSSION
A shopping mall (or simply mall), shopping center, or shopping arcade is a building or set of buildings that contain stores, and has interconnecting walkways enabling visitors to easily walk from store to store. It provides shopping as well as entertainment options to the target consumers. It generally, contains one anchor store, which consumes twenty five per cent of its retail space. In addition a mall contains specialty stores for clothes, accessories, home needs, books, as well as food court, multiplexes and entertainment zones. Mall is generally used to refer to a large Shopping area usually composed of a single building which contains multiple shops usually anchored by one or more department stores surrounded by a parking lot. Therefore, mall can refer to a place where a collection of shops adjoins a pedestrian area that allows shoppers to walk without interference from vehicle traffic. In most of the world the term "shopping center" is used, in North America and large extent in Asia it is called "Shopping Mall". Malls in Ireland are pronounced as - Maills, are typically very small shopping centers placed in the center of town. Shopping centers in the United Kingdom can be referred to as "shopping centers", "shopping precincts or just precincts".

A) STRUCTURE OF SHOPPING MALLS
The concept of Retail as entertainment came to India with the advent of malls. Mall culture has touched every facet of Indian society. Whatever is the income stratum of consumers, malls make no distinction in proffering most-revered national and global brands. Shopping Mall refers to a set of homogeneous and heterogeneous shops adjoining a pedestrian, or an exclusive pedestrian street, that make it easygoing for shopper to walk from store to store without interference from vehicular traffic. Malls are incorporated with a whole bank of lifts and escalators for smooth transit of shoppers. Malls are located in proximity to urban outskirts, and ranges from 60,000 sq ft to 70,000 sq ft and above. The future of organized retailing is largely in the hands of mall where the shoppers get quality, quantity, aspirational appeal, recreation facilities and ambience. Under one roof, the malls provides everything fromforeignbrandstothelocalbrands.Mallsofferaplethoraofattractions-highprofile shopping, impulse eating establishment, a glitzy and glamorous environment to discerning shoppers of more refined tastes, who are more concerned with quality and fashion and less concerned with budgets. Mall reveals six factors namely comfort, diversity, luxury, mall essence, entertainment, and convenience which are a source of cynosure.

B)TYPES OF MALLS
i.Regional Malls: According to International Council of Shopping Centers 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 4,00,000 square feet to 8,00,000 square feet gross leaseable area with at least two anchors and offers a wider selection ofstores.

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 Centers, a Shopping Mall with over 8,00,000 square feet (74000 m2) of gross leaseable area and which serves as the dominant Shopping venue for the region in which it islocated.

iii.Outlet Malls: An outlet mall or outlet center 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 generally called factory outlet shops because they generally call general products directly offered by thecompany.

iv.Vertical Malls: Vertical Malls are the malls typically multistory 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 stores accessible by escalators linking the different levels of the mall. The challenge of this mall is to overcome the natural tendency of shoppers to move horizontally and encourage shoppers to move upwards and downwards.

v.Lifestyle Centers: Lifestyle Center is designated that has a loose definition. Generally, it's a center that does not have on anchor tenant in the classic sense that is, department store. Lifestyle centers have a cinema as a majortenant.

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 Deadmills.com which hosts many such photographs as well as historicalaccounts.

vii.Strip Malls: Strip malls also called Shopping Plaza or Mini malls. 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 surroundingneighborhoods.

viii.Luxury Malls: Luxury Mall is a 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 Witton, Greece Dunhill Fendi Mont Benc, Van Clef and Arpels Rolex andOmega.

ix.Theme/Festival Center: Theme or festival centers have distinct unifying themes that are followed by their individual shops as well as their architecture. They are usually located in urban areas and cater to tourists. They typically feature a retail area of 80,000 to 2, 50,000 square feet (7,400 to 23,200m2).

x.Power Center: Power centers are large shopping centers that almost exclusively feature several big-box retailers as their anchors. They usually have a retail area of 2, 50,000 to 6, 00,000 square feet (23,000 to 56,000 m2) and a primary trade area of 5 to 10 miles (8.0 to 16.1km).

xi.Fashion/Specialty Center: Fashion or specialty centers feature upscale apparel shops and boutiques and cater to consumers with higher incomes. They usually have a retail area ranging from 80,000 to 2,50,000 square feet (7,400 to 23,200 m2) and serve an area of 5 to 15 miles (8.0 to 24.1 km).

xii. Neighbourhood Center: Neighbourhood centers are small-scale malls serving the local neighbourhood. They typically have a supermarket or a drug store as an anchor, and are commonly arranged in a strip mall format. Neighbourhood centers usually have a retail area of 30,000 to 1, 50,000 square feet (2,800 to 13,900 m2), and serve a primary area in a 3-mile (4.8 km) radius. They are sometimes known as convenience centers.

xiii. Community Malls: Community malls are larger than neighborhood centers, and offer a wider range of goods. They usually feature two anchor stores which are larger than that of a neighborhood centers, e.g. a discount department store. They may also follow a strip configuration, or may be L or U- shaped. Community centers usually feature a retail area of 1,00,000 to 3,50,000 square feet (9,300 to 32,500 m2) and serve a primary area of 3 to 6 miles (4.8 to 9.7km).

C.EMERGENCE OF SHOPPING MALLS IN INDIA

Introduction of malls has not been able to replace traditional markets which are still popular among the pocket-conscious people, but has definitely added a new dimension to the shopping experience. Apart from being the shopper's paradise, malls are also acting as good alternative, for the people to escape from the otherwise poor living conditions. This brings the flip side of the mall culture into sight which enforces that though shopping is the modern mantra, people are looking for something more.The number grew to 343 by 2007. As of May 2013, India had a total of 570 operational malls. As per the data from Bangalore-based Asipac Consulting, number of malls in 2013 has doubled since 2008. In India, malls have transformed shopping from a need-driven activity to a leisure time entertainment. The quality mall space which was just one million square feet in 2002 has accomplished new milestones of 40 million square feet and 60 million square feet in 2007 and 2008 respectively. Thereis a paradigm shift in the mall scenario, from just 3 malls in the year 2000; the country witnessed 220 malls in the year 2006.Exhibiting signs of further enlargement India is likely to have more than 600 in 2010 and 715 malls in 2015, with an estimated cumulative retail space of 100 million sq. ft. 313. Shopping malls in India are reckoned to worth

38,447 crore by the year ending 2010. Real estate corporations like DLF and Uni tech are coming forth with the plans catering to the ever-escalating demand of shopping malls. In the next four to five years Rs 65,000 is budgeted to be invested in retail real estate development. In most of the traditional Indian malls, around 30 percent of space is allocated to apparel retailers while 12-20 per cent space is dedicated to Food and Beverages.

Indian malls vary between 35,000 sq. ft. to 10, 00,000 sq. ft. while U.S. version is between 4, 00,000 sq. ft. to one million sq. ft. The largest malls in Indian metropolitan cities enjoy 25,000 footfalls per day which hikes to an average of 40,000 on weekends. Owing to radical revival of shopping and consumerism, shopping mall syndrome has hit India in all earnest. Even though the malls are mushrooming from metros and mini metros to tier III cities, the spread of malls is highly concentrated in India. North Zone is experiencing the peak attractiveness with 39 per cent while South, East, and West Zone respectively holds 18 percent, 10 per cent and 33 per cent of total malls pie. Creating artificial product scarcity, cheap imitation, and taking consumer for granted are the talks of yesteryears. Further, shopping mall is the paradise where various shopping motives like peer group association, impulse shopping, hedonic, status consciousness, market mavens, economic motive, and utilitarian motive can be fulfilled in one shot. Among the cities, Delhi and Mumbai lead the rest of the country in terms of the highest concentration of shopping malls, accounting for 62 per cent of pan-India mall stock. They are followed by Chennai and Bangalore, which together constitute around 20 per cent of built-up mall space in the country. In 2013, net addition of approximately 5.2 million sq. ft. of mall space was registered, translating into a 22 per cent increase in comparison to the previous year. Chennai led with creation of nearly 2 million sq. ft. of fresh supply followed by Mumbai and Pune. The average size of malls is likely to increase in the coming years as developers are focusing on project sizes that allow for a critical mass in terms of various formats and categories under one roof. In 2017, the average size of malls is estimated at 6.6 lakh square feet.

The modern mall concept in India was initially not a great success. Malls in India, which started in the 90s, like the Crossroads Mall, Mumbai, situated in the heart of the city and made parking for the shoppers at that time a nightmare as there was no proper parking facility. People found the concept of mall shopping a bit hard to digest. The spacing and sizing of the outlets were also not too shopper friendly. Today Indian malls have grown in both number and standard. Today mall developers are able to make shopping a much enjoyable shopping experience with better mall management.

D) STATEWISE MALLS IN INDIA

In India, there are 79 largest malls existing across the country. People standard of living and interest towards life style products is the one of the reasons for the growth of these malls all over the country. The Table 1.1.reveals the total number of malls existing state-wise in India.

Table 1.1.State-wise Malls in India

S. No	Name of the State	No.of. Malls
1	Andhra Pradesh	5
2	Bihar	9
3	Chandigarh	4
4	Delhi	40
5	Goa	2
6	Gujarat	5
7	Haryana	30
8	Jharkhand	10
9	Karnataka	25
10	Kerala	17
11	Madhya Pradesh	1
12	Maharashtra	24
13	Odisha	7

14	Punjab	16
14	Rajasthan	2
16	Tamilnadu	20
17	Telangana	10
18	Uttar Pradesh	40
19	Uttarkhand	1
20	West Bengal	26

Source: Wikipedia (2020)

It is clear from the above table that two states namely Delhi and Uttar Pradesh have the highest number of malls(40),followed by Haryana(30) and West Bengal (26), whereas, the state of Tamilnadu has 20 shopping malls holding seventh place across the country.

E.SWOT Analysis of Indian Shopping Malls

i) S-Strengths

- Skyscrapers with perfect blend of shopping, eating and entertainment, in short shoppertainment.
- Developed in contemporary style, these flashy malls promises just about everything under the sun, from foreign gizmos to the very desibrands.
- Attractive destinations for civic and official meetings, hang out, reducing stress.
- Procure goods directly from factories and farmers in case of lifestyle and food/beverages respectively.
- Bouquet of value propositions like value for time, value for quality, value for experience, value for money.
- High quality shopping environment quality assortment at variant shopping format.

ii) W –Weaknesses

✓ Mall developers are enacting as mall managers Retail not accredited as an industry in India due to complicated taxation system.
✓ Lack of adequate infrastructure including supply chain, parking facilities
✓ Unavailability and skyrocketing prices of prime catchment's areas.
✓ Poor positioning and zoning of malls.
✓ Shortage of qualified human personnel in the area of facility management, creative firms, and design houses.
✓ Lack of differentiated offerings i.e. same mix of shopping, foods and films.

iii) O –Opportunities

- Tier II and Tier III cities are still untapped.
- Growing urbanization and increase in purchasing power of consumers.
- Outsourcing from other developed retail Market.
- Progressive growth of apparitional consumer class.
- Believing more in spending than savings, as most of the population is youth (with median age 24 and 35 per cent of population below 14years).

iv) T-Threats

✓ Non availability of adequate finance.
✓ Undeveloped supply chain.
✓ Vigorous competition from unorganized retailers keeping up brand loyalty.
✓ Disturbance in income strata of consumers greatly influence malls Growth.
✓ Threat from online players, even though internet penetration is low in India.

F. **LIST OF MALLS INTAMILNADU**

The total number of malls in the state of Tamilnadu with the name, year of establishment, size and location is shown in Table 1.2.

Table.1.2.List of Malls in Tamilnadu

S. No	Name of the Mall	Location	Year	Size
1	Spencer Plaza	Anna Salai. Chennai	1895	530.000 sq. ft. (49.000 m2)
2	Chennai Citi Centre	r. Radhakrishnan Salai. Mylapore. Chennai	2006	150.000 sq. ft. (14.000 m2)
3	Palladium Mall. Chennai	Velachery. Chennai	2008	220.000 sq. ft. (20.000 m2)
4	**Brookefields Mall**	**Brooke Bond Road. Coimbatore**	**2009**	**450.000 sq. ft. (42.000 m2)**
5	Ampa Skywalk	onamallee High Road. Aminjikarai. Chennai	2009	315.000 sq. ft. (29.300 m2)
6	Milan'em Mall	K.K. Nagar. Madurai	2009	000 sq. ft. (8.400 m2)
7	Express Avenue	Whites Road. Royapettah. Chennai	2010	900.000 sq. ft. (84.000 m2)
8	Coromandel Plaza	Navalur. OMR. Chennai	2011	300.000 sq. ft. (28.000 m2)
9	ctrum Mall (Chennai) rmerl y Grand Venus Mall)	Paper Mills Road. Perambur. Chennai	2011	160.000 sq. ft. (15.000 m2)
10	Chandra Mall	Arcot Road. Virugambakkam. Chennai	2011	143.130 sq. ft. (13.297 m2)
11	gamo (Shopping mall)	Khader Nawaz Khan Road. Nungambakkam. Chennai	2011	000 sq. ft. (2.800 m2)
12	**Fun Republic Mall (Coimbatore)**	**Avinashi Road. Peelamedu. Coimbatore**	**2012**	**325.000 sq. ft. (30.200 m2)**
13	Ramee Mall	Anna Salai. Teynampet. Chennai	2012	225.000 sq. ft. (20.900 m2)
14	Vishaal de Mal	Chinna Chockikulam. Madurai	2012	220.000 sq. ft. (20.000 m2)
15	Phoenix Marketcity (Chennai)	Velachery. Chennai	2013	.000.000 sq. ft. (93.000 m2)
16	The Forum Vijaya	Arcot Road. Vadapalani. Chennai	2013	650.000 sq. ft. (60.000 m2)

17	ld Souk Grandé Mall Chennai	GST Road. Vandalur. Chennai	2015	600.000 sq. ft. (56.000 m2)
18	**Prozone Mall (Coimbatore)**	**Sivanandapuram. Coimbatore**	**2017**	**500.000 sq. ft. (46.000 m2)**
19	VR Chennai	Anna Nagar West. Chennai	2018	.000.000 sq. ft. (93.000 m2)
20	The Marina Mall	ld Mahabalipuram Road. Egattur. Chennai	2019	540.000 sq. ft. (50.000 m2)

Source: Wikipedia(2020)

Table 1.2.contains the detailed report of list of malls in Tamilnadu. In Coimbatore district, there are three major malls provide all sorts of lifestyle products to the consumers. Owing to this, the researcher has considered all the three malls namely viz..,, Brook fields, Fun Republic ,and Prozone in Coimbatore for this study.

G.PROFILE OF SHOPPING MALLS IN INDIA

Coimbatore is the one of the major industrial and business center in Tamilnadu. As a result the public in Coimbatore are mostly involved in purchasing life style products. There are three malls running successfully: namely Fun Republic Mall, Brooke Fields Mall,and Pro-zoneMall.

I. FUN REPUBLIC MALLS

Fun Republic Mall is situated in one of the most industrialized towns of Tamil Nadu.to state with Fun Republic in Coimbatore has already scored points with its choice of location. The Avinashi Road connects South India's textile capital with yet another fabric fort, the city of Tiruppur. Fun Republic Mall is a shopping mall in Peelamedu, Coimbatore, India. This shopping mall was inaugurated on 19th August, 2012 and Managed by E-city Ventures which is part of the Essel Group. It is located on the arterial Avinashi Road on a 3.5 acre site. The mall has 6 levels with a total area of 5.25 lakh sq. ft. Shoppers Stop is its anchor store and occupies over 79,000 sq. ft. The mall also features a five screen multiplex operated by Fun Cinemas with a capacity of 1,119 seats and a McDonald's restaurant spread over 3,470 sq. ft. on two floors in addition to its food court. The mall has the following facilities to the consumers: velet, medical room, lost and found, info desk. They are open from 10:00 am to 10:00 pm, all seven days in week. The Table 1.3.gives the details of shops at Fun Republic Mall.

Table 1.3.Shop Category in Fun Republic Mall

o	p Category	of. Shops
	Shopping	
	Dining	
	Entertainment	
	l	

Source: Wikipedia (2020)

II.BROOKE FIELDSMALL

Brooke fields is a shopping mall located on Brooke Bond Road (Krishnasamy Road) in Coimbatore, India, developed by Brooke Fields Estates Pvt. Ltd and was opened in 2009. The mall has established for providing services to the consumers in terms of shopping, food and entertainment. The mall has outlets from major clothing and apparel brands, a six screen multiplex cinema, along with a food court serving multi-cuisine dishes. The total retail floor area is 450,000 sq. ft. It has 120 Stores and Services. The total retail floor area is 450,000 sq. The mall has the following facilities to the consumers: help desk, ATM, Parking, disabled friendly ramps, public address system and wheelchairs. The mall is open during Weekdays - 12:00 AM to 10:00 PM, and for Weekends 09:00 AM to 10:30 PM. The Table 1.4.gives the details of shops at Brooke fields,

Table 1.4.Shop Category in Brooke fields

S. No	Shop Category	No. of. Shops
1	Anchor-Departmental Store	1
2	Bags & Accessories	1
3	Cosmetics	5
4	Dine	21
5	Electronics	4
6	Entertainment	5
7	Eye Wear	2
8	Footwear	2
9	Fun City	1
10	Jewellery	2
11	Women's & Kids Fashion	4
12	Men's Fashion	8
13	Mobile	2
14	Personalized Gift Shop	2
15	Unisex Salon & Spa	1
	Total	65

Source: Wikipedia (2020)

III.PRO-ZONEMALL
Prozone Mall-Coimbatore is one of the largest vertically designed shopping malls in India, covering over 500,000 sq ft (46,000 m^2). It was opened on 19 July 2017 at Sivanandapuram, Saravanampatti Road, Coimbatore. Being located near Saravanampatti, one of Coimbatore's faster-growing suburbs due to an influx of IT companies. It covers 12 acres (4.9 ha) of land on Sathy Road. The mall's large tenants include H&M and Spar stores. The mall was constructed by Prozone Intu Pvt. Ltd. and designed by Bentel Architects of South Africa. It is promoted by the UK- based Intu Properties Plc and Prozone. The mall has: Outlets from major clothing and apparel brands. Nine INOX screens, A food court, A CRA SPEEDWAY Go-kart track on the roof. It has more than 120 branded outlets. Help desk, ATM, Parking, disabled friendly ramps, public address system and wheelchairs facilities are available in the mall. The mall is open during Weekdays - 12:00 AM to 10:00 PM, and for Weekends 09:30 AM to 11:00 PM. The Table 1.5. gives the details of shops at Pro- zoneMall.

Table 1.5.Shop Category in Prozone Mall

o	p Category	of. Shops

	taurants and cafes	
	twear	
	he & Electronics	
	sex Fashion	
	style & Accessories	
	a's and Women's Fashion	
	ıl	

Source: Wikipedia (2020)

V.CONCLUSION AND RECOMMEDATIONS

Malls act as great refuge from the scorching heat of the sun, in summers, as all the malls are centrally air conditioned for this purpose. Another reason for the malls being so crowded is quite a number of people roam there aimlessly. Their purpose can be anything from a get-together with friends to simply window shopping; from buying pop corns to buying greeting cards. This explains that hot weather, frequent and prolonged electricity and water cuts are some of the strong reasons why the common man is attracted towards the escalating shrines of consumerism. India offers an immense market opportunity because of increased income and changed lifestyle of middle class families. There is a wide variety of products one can purchase from a mall and also enjoy some entertainment facilities that it provides. Most malls have a variety of food that one can enjoy in their food courts. It can be said that media and smart advertising have also helped change the perception of shopping malls amongst the consumers. These factors have somewhat helped malls become a success in India. All in all, malls have changed the lifestyle of consumers in India and helped the retail sector to become more organized.

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