

Retail Segment In Mall Culture – A Comparative Study In India And USA

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Abstract: In the online/digital/modern world of today, there has been enormous development of new retail chains/formats, such as malls, hypermarkets, supermarkets and lifestyle stores in India. If we observe the retailing development of recent times, India is focusing more on organized retail segment/s rather unorganized retail segment/s. However, the organized retail sector represents a near about 5 (five) percent of the total organized market share only. It is very less compared to other developed economies of the world. For any such shopping mall, the biggest challenge is to ensure that they should have a relevant and viable logistics channel/s for buyer/consumer/customers and seller/vendors/suppliers, both at the same place in organized retail sector. It has been observed that there are very limited research/es on the shopping behaviour of patrons in the under developed economies of the world including India.

Retailers in today's era face many challenges including increasing competitive pressure, less profit margins, high occupancy cost and impulsive supply base that come in the way of their attaining operational efficiency and profitability.

Hence by the way of this research paper, an attempt has been made by the researchers to fill these gaps, thereby investigating the shopping behaviour of the Indian consumers, particularly with the new retail format/s emerging. This study would concentrate, to compare on the sustainability of the retail mall culture in India and in USA with the base of consumer behaviour moving towards the technological enhancement of purchasing essential or non-essentials products online rather than from shopping stores.

Keywords: Emerging trends, Mall Culture, Organized Retail Segments, Patron's Behaviour

I. INTRODUCTION

On one hand, while retail involves the process of selling consumer goods and services to customers through multiple channels of distribution to earn a profit. An entity that sales goods or a commodity in small quantity directly to customers are known as retailers or retail merchants. Concept of retailing is to create the strategy that is differently focussing and questioning compulsion to the competitors.

The modern concept of retailing may be viewed from multiple perspectives. It includes tangible and intangible items that are conducted by manufacturers and retailers. A market is a group of potential customer with similar needs, who are willing to exchange items with a worthy value of offering goods and commodities as per customer demand and needs to

satisfy them. Dividing the large market into small units according to its demand, taste and preference is known as segmentation.

On the other hand, a shopping mall or simply mall, shopping centre or shopping arcade is a building or set of buildings that contain retail units or stores, and has interconnecting walkways enabling visitors to easily walk from store to store for buying different varieties of items. The walk way may or may not be enclosed.

Mall seems to mean a market for all (availability of multi-products within one roof); it is not only a place to shop but to rejuvenate, socialize and entertain (shop, eat and celebrate). Certainly shopping malls are bringing new culture in India, which is different from the traditional culture as far as shopping is concerned. Mall has changed the lifestyle of

consumers in India and also helped the retail sector to become more organized

Mall culture in India, could be defined as the set of learned beliefs and values and learned shopping experiences. This culture is different from the typical/traditional Indian Shopping Culture. The modern mall concept in India was at first not a great accomplishment. Malls in India, started in the 1990's, like the Crossroads Mall-Mumbai, situated in the heart of the city and parking for the shoppers at that time was horrendous/nightmare. People found the idea of mall shopping a bit hard to digest. The spacing, sizing and pricing of the outlets were also not too shopper's friendly. But talking about today, Indian malls have not only grown in both number/s and standard/s but also in attracting the all-age group customers towards them for even a small spare of time or opportunity of celebration cum outings.

By 2013, the number of malls in India was 570 (Five Hundred and Seventy) and in the recent year that is 2016-17, it is said to hit a substantial growth with a figure of 750 (Seven Hundred and Fifty approximately). Today mall developers are able to convert 'purchasing', a much enjoyable shopping experience with better mall culture and management. There are wide variety of products, one can purchase from a mall and also enjoy some entertainment facilities at the same place.

Most malls have a range of food that you can enjoy in their food courts as well as the separate brand lounges. It can be held that media and a smart advertising has also helped to change the perception of shopping malls amongst the consumers/shoppers. These factors have somewhat trended malls, become a successful contemporary culture in India.

While trending towards the *Mall Culture in USA*, the shopping mall was selected as one of the top 50 (Fifty) wonders that have revolutionized the lives of consumers (Consumer Reports, 1986). Because alternative retail settings may differ in important economic, social, and psychological characteristics, the shopping mall may exert a significant influence on individual and collectively on consumer behaviour.

Shopping malls are not the result of wise planners, while an organised community conception. The mall was originally conceived of as a community centre where people would come together for spending, browsing, purchasing, cultural activity, and social interaction. But, in today's culture the mall is the centre of the universe for the consumers.

If capitalism is America's religion, the mall may be said to be as important as its Church. Commercial Malls serve the purpose of making it easy for individuals to consume essential and non essential goods and also serve as better options of socialization. The commercial aspect of shopping malls is of course the most obvious feature of selling stuff required by customers and needful for the sellers. Most of shopping malls in America were built in the 1950s and 1960s as a growing network of highways connecting suburban homes to futuristic urban shopping centres.

The mall culture in USA is been featured through various films like "The Terminator" and "Back to the Future".

Malls are now retail, social and community centre for communities. Shopping malls are the centre piece for rejuvenation of urban centres. Traditional shopping malls, as we know are beginning to show their epoch. Striking on the

behavioural changes of the customers and consumers, the online and mobile shopping has brought a significant change in their habits. The result of which focuses on the struggle of even the big department stores. And it is hard for malls to justify, even maintain, their prominent place in our retail lives.

II. STATEMENT OF PROBLEM

India is a developing country and retail marketing is an important area for development of countries economy. As consumer is dynamic, retailers who are the connecting link/s between the producers and consumers, faces many problems to market their products from various dimensions reasoning many other causes behind. In such a dynamic world, mall culture is been introduced as a new art of facilitating consumption with easy availability of products in their own required/choice of brands. It is having everything right on the finger tip, under one roof. But the biggest challenges in retail segment specially faced by mall culture are inconsistent distribution, confusing merchandising and flexible promotional strategies with the penetrating and attractive pricing methods. The researchers are of the view that brand manufacturer/s in retail segments have to face the most pressing challenges, opportunities, and imperatives for sophisticated retail outlets, focusing of its efficient working and fruitful results.

RESEARCH QUESTIONS

- ✓ Whether the impact of shopper's attitude towards various offerings by a shopping malls offers a significant change in the buying behaviour and cultural habits of the consumers?
- ✓ Whether the buying behaviour of customers, are changed towards mall shopping rather than local market/s?
- ✓ Whether shopping malls may be seen to be as leisure phenomenon for the shoppers?
- ✓ What are the impacts of multi-storied and multi-utility buildings of Shopping Malls on consumers buying behaviour?
- ✓ What changes are required for a retail industry to cop up with the International standards of Shopping Malls?
- ✓ What hurdles does the Mall Management is facing to stabilize and maintain its standpoint in recent world of global competition?

III. REVIEW OF LITERATURE

Researchers in the current research has gone through various literatures available to the related topics and duly published in their capacities, out of them they have placed persuade on those literatures, which helped in generating some conceptual upbringings to the selected title, hence tried to enable the ideas into their own thinking capacities.

Bliwise (2002) Greenwood says "*The fruits of idleness are more precious than the fruits of labour*". Even in an age of life on the computer screen, the city centre has enduring importance. Shopping arcades the most important architectural

form of the nineteenth century. The observer of the marketplace has observed that there is something downtown that really speaks to people- the bustling activity, the store fronts, the advertising display, the look and feel of it. The retail complex being very safe, controlled and clean but it is isolated from everything else. There are successful development models that build on the authentic downtown; they have worked successfully in places with traditions of being friendly to pedestrians, with existing commercial areas that provide a foundation for expanded development, and with a network of mass transportation for getting people there and back easily.

Panandikar, Gupte (2007) Shopping no longer has remained as merely an activity of buying things, but also viewed as a status symbol for consumers and thus adding flavours to their lifestyle/s. It is one step retail solution, which is easily available to shoppers in metro cities and now in district places also. It is a new buzzword for the youth as it attract comfort, entertainment, fashion, food, quality and comfort of sparing time with friends and relatives within a supplied good ambience zone etc. There is a high frequency of shopping attitudes seen after the advent of malls. Advantages to the Cities are that they gather handsome Economic and social contribution from malls.

Malls are called 'colossal tangible amusement park' for the middle class in metros. In less than a decade, the development of shopping malls are seen to be more than 300 (three hundred) percent in India. It has been seen that the footfalls has increased with just double the rates as compared to previous years. It is also expected that the average annual growth of about 17% (seventeen percent) of sales in consumer goods. The data available says that the Indian consumers spent about 41% (fourty one percent) of their disposed income in shopping, from different malls in a year. Malls have changed the concept of retailing with serious competition and conventional counterparts in terms of services, ambience etc. in addition to the developers have created a niche in the minds of consumers thought a perception of innovation, style and status.

Singh & Bose (2008) Malls came into endurance because of varying patterns of urbanization and ways of living. The concept has travelled from the United States to the world over. Initially, the acceptance and awareness of malls was moderate in India, but there has been a spur in the propagation of malls recently. Indian malls are not an exact replica of the U.S. malls: the U.S. model has been modified resulting in development of India-specific prototypes. Indian malls differ from U.S. malls in terms of financing, location, size, expansion, and architecture, stage of evolution, and choice of anchor tenant, entertainment-mix, and mall management practices.

Anonymous (2010) America's retail culture was established much earlier than Indian retail culture. It is exceeding the Indian malls in dimensions as well as eventual arrangements. The reasons for the same may be quoted as - Indians are more inclined towards emotional quotient irrespective of nature and scope, rather the Americans are focused more on the task completion before the end of the day (hence, Task Oriented). There is a vast difference in the societies of both the cultures, the working phenomenon and thinking

capabilities of both the nations; one being developed and other being developing in many parameters. One (USA) is built on consumption, while other (India) on social values. For youth the mall is now like a hub to entertain. It's a family activity for Indians today. Places to gather and eat, to shop and celebrate.

Brown (2010) Action speaks louder than words, the U.S. president election championing team announced that if 'Obama' gets elected, it would expand retail segment throughout the world. Expectation of expanding our culture in our national and international life will fulfil the promises. The American government is developing the plans for America's place in shopping mall. For Americans, the shopping malls is the place or venue where cultural democracy, evidently most suitably belong to pleasure. Americans have the view that private sector should step forward to represent America leading, in the world of retail sector enrichment. However, the members of the committee granted more concerned with culture enhancement than shopping malls. The people in a shopping mall are not just shoppers or consumers, but they also are the citizens of a nation and should focus more on "official culture".

Swamynathan, Mansurali et al (2013) Rapid economic growth, encouraged the investors to invest in India. As the lifestyle of Indian consumers has changed rapidly. The motivation to stay in metro cities has also been observed to be in focus. By the way of such changes to develop the mall culture, invested fund is also used fruitfully in generating job opportunities, by improving the infrastructure facilities and by creating healthy competition between the marketers. Consumers are now getting more and more choosy in selecting and buying the products and also want free access to the products available in the market. Observing this trend the mall developers have started studying the consumer behaviour and started offering different offers to consumers to make them stay with the mall purchasing.

Choudhary (2013) India has emerged as the highly growing retail destination. The reason of this growth is the changing behaviour of the consumers in the market. Most of the organized retail market is focusing on metropolitan cities. Consumers in the metro cities are now concerned about their lifestyle focused on status in the society and the favourable preferences for products shopping. This change has given Indian retail organized market a major boost. Such destination shopping culture has given birth to mall culture. The well organized destination for middle class to shop the required products and services under one roof is a hit for mall culture. Thus, the growth potential for the retailers is seen to be as enormous.

Vashisht, Wadhwa et al (2014) India is a mixed economy with a lot of business and trade potential. Previously, dedicated markets for particular products only exist. Gradually the rising of departmental stores and supermarkets has changed the buying habits of consumer. The needs of consumers started getting satisfied at one door and one counter itself.

At the initial the traders were reluctant with the mall concept, but gradually the malls grew the cities with new business arena/dimension/s. It is an alarming situation when consumers are moving towards online shopping and finding it more shoppers friendly. The need of the hour is to focus on

innovation, improvement and development of mall culture. The increased population pressure on the urban parts seems to be managed better as taking over the malls by the public sectors. New employment opportunities are also the focused reflection of such developments. This will not only revive the mall but also the lives of many.

Millar (2015) Shopping mall an intrinsic part of American culture is facing slowdown for half a century. Estimating that over next 15 (fifteen) years half of the Americans malls will die. Malls are the place where people just go to hangout. People do not purchase any product and slowly the mall's occupancy rate has been observed a fall of below 70 (seventy) percent and it is on a downward spiral then. But the change started occurring. The cities are much more popular than it has been in long time. Shopping centres are at their boom, 140 (one hundred and forty) malls were built every year in America. Still hurdles are ahead for shopping centres, as people are spending more on online shopping than store shopping.

Zakaria (2015) People sitting in darkness at home, literal or metaphorical have found the ray of light. Like the urban dwellers of most cities, the introvert people are also moving out to spend time at malls, and specially to retail shopping, as entertainment. Whether they are nominally ventilated, partially crumbled and tarnished versions of the no longer Oceanside venues, the malls are now permanent fixtures of the city's retail landscape.

Quito (2015) The shopping mall is dead, the shopping is alive and the shopping mall will reborn. Victor Gruen - the father of the modern shopping mall, as sociologist and urban planner have relevance vision with classic development of shopping arcade in the ear of e-commerce. Oppositions have the view that malls were a bad idea from the beginning. It is more of wasting the economy of country in unproductive areas. Today shopping malls are seen as culprit in the rise of American automobile culture and the turn down of walk able downtowns. The first enclosed shopping center established in mid 1950s, has envisioned a communal gathering with lively mix of commerce, art and entertainment.

Tendon (2016) Every state in India has different requirements and spending habits according to their region, customs and conventions. The selection of food items, mostly are also dependent on the community to which they belong. Different states in India have different choices and preference for buying. Variety of buying patterns are observed here. Anciently people have to go to different individual stores to buy different essential items as per their requirement. Rather, today everything is available under one roof that is mall. Almost 6 (six) out of 10 (ten) big bazaars or other departmental stores are in malls these days, it actually seems to be the boom of mall culture in today's society. Big also surprises in India and results into better coverage too.

Ghosh (2016) Mall culture has changed the outlook of today's buying behaviour of consumers. Companies took advantage of diversified portfolio with their varieties of product launched in the market.

Consumers have alternatives on both sides. One with the housing market in a slum, expected to remain that way, and other with malls at prime. The global crises in 2008 and 2010 made the developers to focus more towards the retail

segment/s. Demand seems to be shooting up for foreign brands in Indian culture of malls. In year 2011, more foreign retailers have shown their interest to invest in total equity of Indian retail sector/s. As developers are betting the demand for retail space to be a big hike in coming years, the idea of foreigners seems to have been motivated by the same. As more Indians go shopping over the next decade, developers are hopping they will hit the footfalls in malls soon. And finally the recent observations of the researchers are also reflecting the same views. The footfall of consumers as well as window shoppers have been tremendously increased from the year 2011 to 2017.

IV. RESEARCH METHODOLOGIES

For the purpose of recent research work, the researchers are focusing on using the methods of comparative research analysis and analytical research analysis to get the title oriented result, which may further help in verifying the hypothesis framed by the researcher and stepping ahead towards the proclamation of a theory.

On one hand, Comparative researches methods, in this research are used to filter the ideas from both the quantitative as well as qualitative materials available as and when are required for the research work. Also the comparative research methodology always helps the researchers to incline towards their title and hypotheses by the way of hybrid ideas getting birth out of the various data available through out. As the doctrinal research basically focuses on the REGENERATION of ideas with the flora of recent taste/s, the application of comparative research methodology seems to be the best applicable.

On the other hand, Analytical methods are used in support to extent the lamina of comparison between both the mall cultures. Researchers through the use of this method is trying to supply the proper fortitude regarding various substances collected and used for the purpose of generating ideas connecting the link between both the cultures. These will also help to understand the consumers buying behavior of two different nations, following two different cultures and having different economies, in the retail segments.

HYPOTHESES

On the basis of various research questions framed (supra), reviewing all the various literatures available through various sources, and using the research methodologies, the researchers are trying to frame-up some of the hypotheses, for the purpose of verification and trying to propound some new idealistic theories. Hence, are as follows:

- ✓ Availability of goods suffixed and prefixed with various measures of entertainment and eadables at one place has a significant impact on overall shopping experience.
- ✓ The poor mall management, results into dead malls.

V. RESEARCH ANALYSIS

The new retail market is growing with a rapid pace in India, there is a need among Indian business men to understand the changing behaviour of customers towards shopping in there organized retail outlet. Due to limited success of these outlets, it is necessary for retails to be aware of shoppers' motivations and to understand different ways of attracting the customers.

There has been very limited research on the shopping habits of consumer in retail segment in less developed economies of the world. Through this research the researchers have tried to made an attempt to fill the gap, vide investigating the shopping behaviour of the consumers particularly with the new retail format emerging in business world.

The concept of retail as entertainment, came to India with the advent of malls. Mall fever has touched every facet of Indian society. Whatever is the income stratum of consumers, malls make no difference in proffering most reversed national and global brands. Shopping malls refer to a set of homogenous and heterogeneous shops adjoining a pedestrian, which makes it easy to walk for shoppers. The future of organized retail is in the hand of shopping malls where the shoppers get quality, quantity, entertainment, eatables, recreational activity space and ambience.

In India, mall has transformed the shopping from a need driven activity to a leisure time entertainment. It can grow like anything, if proper attention has been paid for its development. India is emerging as a hot spot for sourcing textile, apparels as well as other segments. As Indian retailer's uses private labels along with branded products they may become major supplier of high quality apparels. Ample of opportunities are present in the market to capture the organize retail market. Making biggest mall with top class retailers is not the key to success. A cool and refreshing environment is required which makes the shoppers forgot all the worries of the day. It is not vital that a customer need to purchase, entry in the mall may be given the right to courtesy. It should be the USP of mall that today's window shopper will become prospective customers for tomorrow. Mall must be designed in such a manner that the new and innovative aspects can be added in future to keep up the customers interest and delight.

The researchers through the analysis of various related literatures have tried to draft a systematic analysis of malls.

S.NO.	STRENGTHS	WEAKNESSES
1.	"Shoppertainment" in short it is perfect mingle of shopping, eating and entertainment.	Complicated taxation system for mall developers acting as mall managers.
2.	It provides all under one roof, from overseas apparatus to very desi brands.	Lack of adequate infrastructure including supply chain, parking facility etc.
3.	Attractive destination for meetings and gatherings.	Unavailability and skyrocket prices of prime catchment's areas.
4.	Cluster/bouquet of	Lack of qualified

	Value proportion like value of time, value of quality, value for experience and value for money.	personnel in the area of resource management, ingenious firms and devise house.
5.	High quality shopping environment at variant shopping format.	Poor positioning and zoning of malls.

Table 1: Swot Analysis of Indian Malls Strengths Versus Weaknesses

S.NO.	OPPORTUNITIES	THREATS
1.	Enormous part of population is still untouched.	Non availability of adequate finance to refurbish malls.
2.	Growing urbanization and increase in the purchasing power of consumers.	Undeveloped supply chain management.
3.	Outsourcing from other retail developed market.	Vigorous competition from unorganized retailers keeping up brand loyalty.
4.	Believing more on spending then saving specially youth.	Threat from online players.

Table 2: Opportunities Versus Threats

In India, the status of retail research is not up to the mark, if compared to that in America. As mall management invites huge investments. The developers need to analyze various factors so that adequate information is available and then establish or built the mall/s, reason being a minute/micro factor may play a responsible role for success and failure of it. The success of malls is dependent on the flexibility of mall culture with the consumer's sensitivity and preferences. Managing consumer's preference, attitude and innovation is the key to glide amid competition. When the core focus is on higher conversion of economic earning than merely foot falls the innovative malls is the way towards achieving the set goals. Malls with a bouquet of value proposition like value for time, quality, experiment and money is boosting India in fetching a blistering luminary in global retail.

On the basis of above matter, the researchers are able to come upon some respectful answers to the research questions framed (supra).

Consumers get attracted towards offers always. Anything which they can buy in offers gives them more satisfaction than buying the same stuff in more prices. Shoppers are always very active at the time of offers offering by the retailers, as it adds value to their belongings with cheaper cost. Shoppers buying attitude directly affect the sale of the retail store with huge gap. Retailer offers are of various types, catering dependency on different age groups, income groups and occupations. Each shopper gets the required stuff with reasonable prices in such offerings. Sometimes the prices are equal to the local market prices. Shoppers have habit of visiting malls very frequently and it helps them to know the current offers on different brands. The offers provided by the retailers directly impact the buyer's behaviour in purchasing the needed essentials and non essentials.

Street markets in developing countries comprise of an essential part of the local market as well as exhibit the racial/traditional image of the habitat, which continues to function even in emergent cities. The shopping malls have intercepted the traditional market place culture and are influential in shifting the consumer's behaviour in urban areas. It is found that collection of stores, phenomenon environment of mall and shopping participation factors have a differential influence on pleasure and fancy to stay in the malls, which in turn are found to prop up intentions and shopping desire in the malls.

Street market assembles traditional and modern lifestyle through the agglomeration of small producers, who are dependent on urban consumers and are linked in network of mutually beneficial relations. This feature of street market not only reveals the visual peculiarity but also exhibit artistic diversity for consumers of metropolitan haunt.

The researchers have addressed the result that there are various economic and market place ambience related factor that affect the consumer decision towards shopping in shopping mall rather than local market.

Shopping is a complex phenomenon. Yet it offers considerable leisure potential. Researchers, in this research have observed that shopping could be a great deal of fun. We found that shopping involve only browsing with not purpose of acquire. Informants were taking part for the inherent satisfaction that shopping could provide. The shoppers enjoy spending time in sensory/novelty affluent environment. The study reveals that the ambience of shopping malls, assortment of stores, sales promotion and comparative economic gains in the malls attract customer traffic to the mall. Malls are considered as an exemplifier for middle class in the form of entertainment and place to spend leisure time with relatives and acquaintances.

Consumers buying behaviour highly affect the shopping malls in affirmative manner. The bunch of stores at one place helps the shoppers to minimize their cost of transportation and there valuable time extra spends on roaming from one place to another. Everything they get under on roof which makes them more satisfied in purchasing their choice with various options available. Mall is a bouquet of value proposition like value for time, value of quality, value of experiment and value for money. The multi story building helps the shoppers to stay for long with leisure time and multi utility centre makes them easy, convenient and provide many options to choose for a single product accessible at one place.

The mall business in India, sluggish for almost a decade, may now be seeing light at the end of the burrow. Older malls are trying various strategies to stay propose and draw new fast-selling stores to take on glamorous, newer malls that have come up in their locality. Today, American malls are more often than not empty, shops are closing or closed, and there is a general dejected mood in the air. Malls in India, on the other hand, are energetic beehives of activity and energy.

Trends for malls are increasing dynamically because of changing pattern of urbanization and way of living. Indian malls are not an exact replica of the American malls: as American malls has been modified resulting in development of the economy. Indian malls differ from US malls in terms of financing, location, dimension, extension, construction, stage of evolution, choice of tenants, entertainment mix and mall

management practices. Indian is making efforts to replicate successful worldwide models and incorporating learning from local experience as well. As a result, malls that are coming up in India are not an exact replica of the American malls but differ from them on several parameters successfully.

With speedy varying preference of consumers worldwide, it remains a challenge for retailers to keep up with changing shopping demands. Shoppers today are more judicious and better informed about products and services than even before, expecting a certain standards of shopping experience from retailers. Each local market has its own distinct feature to which retailers need to adapt themselves to stay ahead of the game.

Indian market however continues to face significant challenges to growth in the form of inadequate quality retail real estate space, restrictive legislation policies, and infrastructure bottlenecks. These challenges tend to hamper Indian's retail chronicle and confine the market attaining its true potential. The challenges facing the Indian organized retail sector are there but it will have to be dealt with and only then this sector can prosper.

VI. VERIFICATION OF HYPOTHESIS

The researchers after reviewing various literatures available through distinct sources have propounded that availability of goods with various measures of entertainment and eatables at one place have significant and positive impact on overall shopping experience of consumers or shoppers as well as to the retailers productively. Consumer can spends more time when they have options available at one place under one roof. It helps them in avoiding of hazel movement for parking and traffic on road. It saves the shopper's time which they can use for affective shopping. Family and friends can spend maximum time with same enthusiasm availing option for entertainment and eatables with shopping. This is more enjoyable for the shoppers and the belonging members too. Searching different stuff at one place is always beneficial then searching same stuff at different places. As it reduces waste of barren time, expensive burden of money, reduces cost of searching essentials, maintain the level of shopping interest, helps in avoiding annoying traffic on road, provides systematic and convenient parking facility, can avail best offers and discounts provided by the retailers, with extra placate/comfort being at one place with bunch of shopping members. So, accessibility of various measures for entertainment and eatables effects the shoppers shopping experience overall.

Out of hundred of the shopping centres operated; only a few can be counted as genuinely successful. The success of a mall depends upon various factors such as location, accessibility, tenant mix and also optimal space utilization. One of the prime factors for the less than successful malls in the country is poor mall design, with sub-optimal utilization of space and poor mall management. This result in 'dead space'. Apart from non performing malls, successful malls in India are also continuously working towards eliminating dead space so as to achieve better rental realization.

The poor management of the malls end up in sad and empty stores. Then the malls become dead and dying creatures to be function further. Several malls in America converted in hospitals, schools, churches etc after being unsuccessful in mall functioning and handling mall management. The shops and food courts are completely gutted to make way for a new tenant with no retail ambition. Mall developers left with no other options than winding up the mall culture and can utilize the structure and building into a fruitful fortunes.

The future of organized retail management lies in collaboration between retailers and developers. Providing more entertainment options in the malls to make it a complete family destination, there is a growing of encouraging brand building activity for mall. Due to mismatch of demand and supply of mall there is a need for right conniving of the mall. As far as long term solution is concerned the government needs to address the critical issues of the purpose of opening a mall, accurate testimonial of people behind the mall development, proper analysis of demand-supply pictures before allocating the permission to open an a new mall.

With greater learning, increasing consolidation and entry of international players, we expect that the Indian retail would be benchmarked against the 'best' in the world. In India, there is still a significant gap between the demand and supply of mall establishment. Therefore, projects with good mall management practices in place will command a premium in the future for successful working of the mall culture.

SUGGESTIONS

After going through the whole set of research process via this research paper, the researchers are of the view to submit a set of suggestions, regarding the steps that can be taken for better functioning of malls in India and maintenance of mall culture in USA:

INDIAN CONNOTATIONS

- ✓ They can be leased out, in the hands of experts for specific time at affordable prices.
- ✓ They can be converted into 'community friendly utility hubs' rather than a 'competitive arena'.
- ✓ They can be developed into Business-Centres through the 'Public-Private Partnered Models'.
- ✓ They may be developed in huge spaces with state of art facilities, so that they may be made into government kiosks and offices which are otherwise run in old monuments and buildings. And the old structures can be either renovated as other offices or community development and centres to accommodate the people in need.
- ✓ Renovation of a mall without the addition of another major anchor or sub-anchors usually will not provide a significant increase in sales. Instead, a combination of innovation and renovation is generally required
- ✓ Use of better 'marketing tools' may be done to innovate the ideas of effective marketing strategies.
- ✓ 'Cross-marketing strategies' may be introduced by joining forces with restaurants, clubs or other similar ventures to jointly develop special promotions.

- ✓ Introduction of 'private-label merchandise' may be done to avoid the same line prices of your direct competition.
- ✓ Invitation to the suggestions and feedback may always be in trend to cop up with best of their tastes from time to time.

USA CONNOTATIONS

- ✓ Need to evolve the offering by defining a clear value proportion for both consumer and retailers, focussing on satisfaction levels.
- ✓ Required to set up an inventory control system in regards to shrinkage, performance, amount of merchandize. Mark-up profit and required turnover.
- ✓ To increase the level of productivity and efficiency of the current mall base through a strategic review of the tenant mix, taking into account consumer needs and retailers economies of scale with respect to earning.
- ✓ Need to replace outdated methods with new techniques and better resources for retailing in today's high-tech, fast moving and competitive marketplace.
- ✓ Mall developers are required to focus on complete assessment of market demand with clear motive of needed actions, probable cost and its impact and returns.
- ✓ Mall developers and retailers need to implement new strategies of fruitful combination with innovation and renovation together for the mall improvement. It will increase the foot fall in the mall and also significantly affect the sales positively.
- ✓ The vacant spaces are needed to be rented as soon as possible depending on the demand of the consumers to shop and the offers to be provided by the retailers.
- ✓ Developers and retailers need to assess the mindset of the consumers for choice of switching towards online shopping than offline shopping and take corrective actions required.

VII. CONCLUSIONS

The study is accomplished to compare the effects of customers' behaviour towards organized retail segment in India & USA with respect to their systematic structural development through shopping malls. The hypotheses in this research paper gives the direction for retailer/s to improve the performance of the malls by concentrating on the factors that affects the shoppers to shopping in mall.

Patrons are visiting malls for various reasons. Various motivational factors increasing the footfall in malls are visual admiration, entertainment, social relationship and gathering, browsing the congregation. There is a direct link between shopping motivations and overall mall experience value such as utilitarian benefit, epistemic benefit and reappear intension.

The revise reveals that demographic factors of consumers have an influence on buying behaviour of people towards emerging shopping malls. Factors like gender, age, income, occupation, taste and preference, influence and perception of buyers towards shopping mall affects the shopper's choice of purchasing the requisites. The research findings presented in this paper can provide in-depth understanding about the

variables that affects the customer's attitude towards shopping mall. The attempt is to map out the preferences consumers has towards shopping malls and which attributes that they value most which they are choosing from the many alternatives of shopping malls.

The general conclusion to this research paper is that consumer prefer a shopping mall to include good variation of stores and also that the location of the mall is located convenient to them. There are various attributes that are found to be most important in the choice of shopping malls, while there were some criteria found to be very low in importance. The most important attribute is extensive varieties of stores variable at one place and the attribute less important is the broad selection of the retailers prefers convenience for shopping. In crux, this paper gives an overview of '*what consumers emphasizes, when it comes to panning and choosing their shopping mall trip*', and the authors are hopeful to look forward that this comparison to another market, which holds un-similar shopping trends in different countries, shall be significant for the global business trends'.

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