



A Critical Study of the Failure of Mall Culture in Nagpur

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ABSTRACT

This research article is focussed to understand the difficulties of Failure of Mall in Nagpur city. Retail sector in Nagpur city has one of the largest industries and the most powerful just as quickly creating enterprises with central parts taking a pie on the lookout. The retail area in Nagpur has tremendous development and openings in coordinated area. Yet at the same time coordinated retail area didn't prevail in all arrangements of shopping centre. New shopping centres are opening however old shopping centres are not making progress. With the assistance of this examination investigation the scientist will give reasons of shopping centre disappointment or shut down of shopping centres in Nagpur and how to conquer the issues.

KEYWORDS: Retail sector, Mall culture, Failure, challenges, and demise of malls.

1. INTRODUCTION

A Mall is an enormous encased shopping complex containing different stores, theatres, game zone, organizations and cafes. An advanced shopping centre is an American expression wherein one or more buildings form a complex. In India, the term "shopping mall" is linked with organised retail, particularly in small towns and cities. Any modern retail structure or shopping complex is referred to as a mall in small towns [1]. It says a lot about the concept's acceptance in India that it has just been there for two decades. The idea of Malls for retail shopping isn't extremely old in India when contrasted with western nations. The one who acquired the Mall idea first on the planet was Victor Gruen—not very many individuals realize that he was viewed as father of American shopping centre.

It is present day kind of shop which empowers client to purchase various items from one unit to different

units of shopping centre. From the late twentieth Century amusement settings, for example, cinemas and eateries started to be incorporated. Presently days, the prevalence of shopping centre is expanding a result of assortment of things accessible at one spot.

Time has changed when individuals needed to purchase various things from better places. Individuals would visit closest Kirana look for buying basic food item and go to some other neighbourhood markets for purchasing garments, vegetables, footwear, etc. Shopping was never as helpful for individuals as it is currently. The customer gets the experience of all-in-one resource. From clothes to FMCG merchandise, the customer gets relaxation time visiting shopping centres. Each store offers an individual a wide assortment be it for picking a writing material pen or a PC. One reason for the presence of shopping centre culture is globalization [2].

OBJECTIVES

- i. To study customer perceptions regarding the reasons behind failure of malls.
- ii. To compare the results of different factors (Location, Age, Education and Income) with respect to malls in Nagpur.
- iii. To suggest how to improve the sustainability of malls over the period of time.

2. FOR WHAT REASON MANY SHOPPING CENTRES FALL FLAT

In spite of the way that shopping centre openings are seeing a vertical direction in the country, there are not many shopping centres that are confronting difficulties because of issues including accessibility and cost of genuine estate, location, spiralling development costs, ability crunch and helpless foundation. The following are some of the primary factors that have been keeping malls from surviving:

Unsatisfactory performance, Insufficiency in terms of innovation and management Unappealing ambience, a lack of planning, Poor layout and design Poor zoning, Inappropriate brand combination, Issues with accessibility, the catchment area is smaller[3].

Wasteful idea arranging, terrible inhabitant blend and drafting of the shopping centres have brought about presence of indistinguishable shopping centres which has prompted disappointment of numerous shopping centres acquiring 100% inhabitancy levels, confusing the occupants and shopping centre proprietors [4,5].

Illiteracy is also prime factor responsible for the failure of mall culture as basic employment requirement in mall stores is basic literacy for the various departmental activities and post as accountant, cashier, billing, salesman, marketer, promoter, policy maker etc. [6].

Pandemic covid – 19 is also one of the key reasons responsible for declining the foot fall in malls. Most shopping malls in India have been closed or only partially operational due to localised lockdowns. Despite the fact that they are now permitted to operate in several jurisdictions, buyers choose open-air shopping options to assure Covid safety. After analysing the situation, it can be predicted that the recovery of malls is not ensured. The incurred losses

during the period of lockdown became a burdensome of the mall owners [7].

The most prominent point for decline in mall culture is loss of individual entrepreneurship and business skills, loss of individual earning, and loss of micro business activities as well as heavy chargers and heavy maintenance cost which the shopkeepers are not able to bare due to which they are not able to provide high maintenance facilities.

Mall development lend a helping hand to the overall society development as it gives opportunities like investment, employment, education, improving the standard of living and urbanization. Therefore, it is need of today's era to sustain the mall culture in all cities. But now a day's due to incurred losses many stakeholders and shopkeepers who are responsible for the development of malls did not intend to invest for the development of malls [1, 5].

Aside from the above reasons, the development of web-based business is giving an extreme rivalry to the disconnected retail shopping centres as the deluging web-based shopping sites offer robust limits, differed decisions at the solace of a customers' home. To all the more likely comprehend the achievement factors given beneath is a 4x4 framework that portrays the effect on rentals that an item (shopping centre) can [8].

3. IMPACT OF E-COMMERCE INDUSTRY ON MALL CULTURE

India including Nagpur has seen phenomenal increase in the number of internet users during the last four years and is rapidly transforming into a digital nation.

The electronic commerce spread in 2014 was considered to be some kind of threat to the expansion of Malls but retailers hedged their business model in such a way that the electronic commerce and online delivery mechanism did not have much impact. Consumers still prefer to visit Malls for their first-hand visual experience. The demand for acquiring a shop space in mall kept climbing up is indicated by the rising prices of square foot commercial space in a mall. The trend of leasing out space in mall also is in great demand. Investors are keen to purchase shops in Mall for the purpose of leasing it out on lucrative terms [9].

E-commerce platforms have adopted a quantitative approach – social media. Attractive HD pictures, rich video-graphics and user-generated content are some of

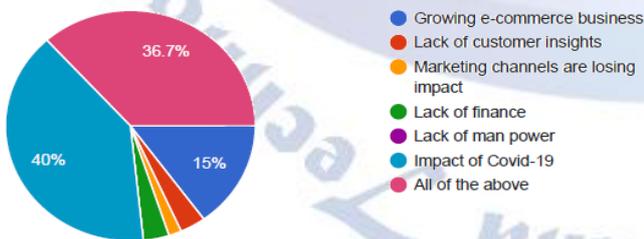
the tactics used by social media to influence online buying decisions. Therefore, various customers are shifted towards e-commerce for purchasing [10].

4. DATA ANALYSIS

On the basis of data collected from 60 primary respondents below is the analysis of that data. Also, the questionnaires were prepared in such a manner that the objective of the study can be fulfilled.

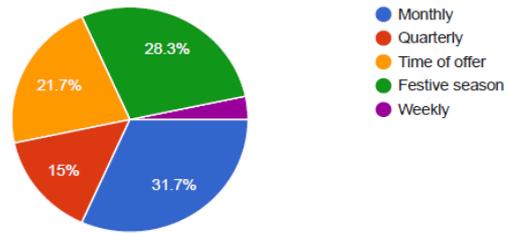
SN	Questions	Yes in (%)	No in (%)
1	Do you visit to mall?	95%	5%
2	Do you prefer shopping from malls only?	20%	80%
3	Do you feel price quoted in the malls are out of your reach?	73.3%	26.7%
4	Is mall located nearby your residential area?	73.3%	26.7%
5	Do you find main reason behind failure of mall culture is due to the hefty charge borne by the retail shopper in mall is beyond his revenue reach?	71.7%	28.3%
6	Do You Feel the mall culture is still not adopted by the society?	75%	25%

A. Respondent's perception on shutting down of malls [11]

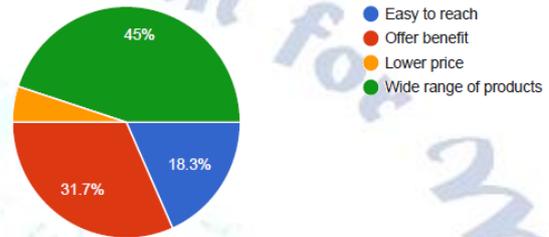


From the above data, it has been observed that the various reasons responsible for shutting down of malls are growing e-commerce business, lack of customer insights, marketing channels are losing impact, lack of finance and majorly due to the pandemic covid 19.

B. Frequency of respondents to visit mall

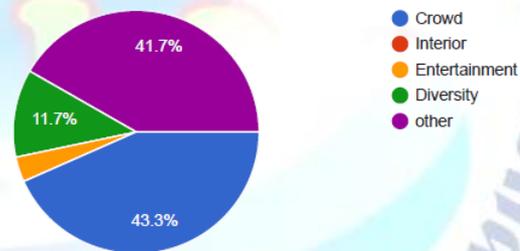


C. Reasons why respondents prefer to visit mall instead of other retail shops



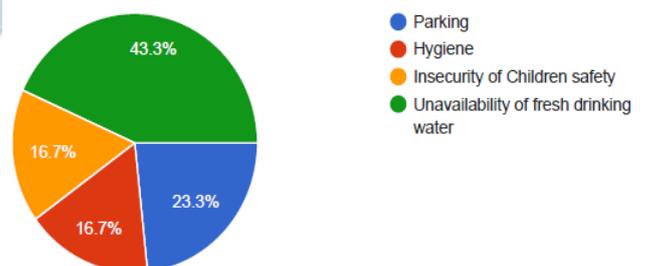
From the above chart, it has been observed that 45% of respondents visit mall instead of other retail shops due to wide range of products, 31.7% of respondents visit malls due to offer benefit, 18.3% of respondents visit malls due to easy reach and very few visit the malls for lower price.

D. Various factors respondents dislike most in a mall



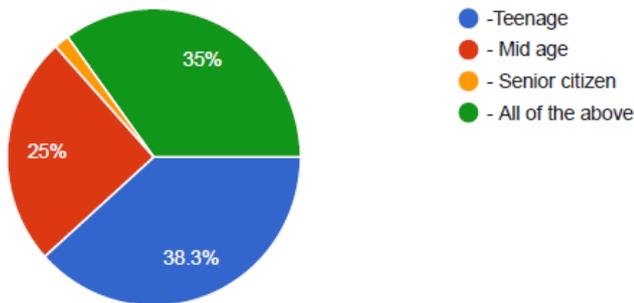
From the above chart it has been observed that 43.3% of respondents dislike crowd in the mall, 41.7% of respondents dislike the various factors in the mall and 11.7% of respondents dislike the diversity in the malls.

E. Responses of respondents on the problems they face in mall



From the above chart it has been observed that respondents faced the various problems in malls. 43.3% of respondents faced the problem of unavailability of fresh drinking water, 16.7 % of respondents faced the problem of insecurity of children safety and hygiene and 23.3% of respondents faced the problem of parking.

F. Majorly who prefer mall culture in Nagpur is shown



From the above chart, it has been observed that 38.3% of respondents has say that mostly teenagers visit the malls, 25% of respondents has say that mostly mid age people visit the malls and 25% of respondents has say that mostly all people visit the malls.

5. FUTURE SCOPE AND CONCLUSION

India has often adjusted itself according to changing environment and has been able to adapt to mall culture from foreign countries in 20th century. But it somehow faced difficulties in execution process to adopt mall culture due to expertise and experience.

Our study spotted the ultimate reasons behind failure of mall culture in Nagpur is that most of the consumer's choice of products is out of their income spending limit and most of them dislike the crowded place like malls. Also, it has been observed that respondents faced the various problems in malls such as unavailability of fresh drinking water, insecurity of children safety, hygiene and parking [12].

The dislike for malls has resulted in declining sales and less footfall and top of that adds the current pandemic which is worst for the public places and it has resulted in closing down of malls.

One of the biggest reasons for failure of mall culture is that now a day's people are not feeling the requirement of visiting mall as most of their urgent needs are satisfied by retail shopkeepers as well as e-commerce website as they have increased their horizon which saves the time and energy of the customers.

It is clearly evident in Nagpur city that mall culture has declined rapidly as newly built malls are still not fetching their retailers for to install their shops due to hefty chargers borne by him.

Ultimately decline in sales has made it impossible for the shopkeepers in the malls to survive and manage its expenses. Through this research we found out some area of improvement which is to maintain the hygiene, charging of reasonable prices, superior parking, ambience and service, exposure to wide range of products with tempting promotional offers and periodic discounts, crowd management, entertainment hubs for all age groups.

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