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**Title: “Organized Retailing in India: A Study of Selected Shopping Malls”**

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## **ABSTRACT**

Retail is one of the most active as well as attractive sector in India and it is as old as business itself. Retailing in India is one of pillars of the Indian economy and it accounts 11 percent to the national Gross Domestic Product (GDP). The Indian retail market is estimated to be worth US\$ 573 billion and one of the top five retail markets in the world in terms of economic value. However, it is only the recent past that has witnessed so much dynamism in Indian retail sector.

It is the common perception that the purchasing power of the Indian consumer has gone up many fold, in recent years. Consumers no longer want to just shop; they want to experience shopping. In India, it seems, has never had it so good for a long time. Rising disposable income, increasing number of dual income nuclear families, changing attitude towards consumption and self-confidence seen in emerging economies have led to the growth of a consumerist culture among the populace and a consequent marketing boom in recent years. Perhaps, the single most significant feature contributing to this marketing escalation is the cultural transformation of the Indian population. To be precise, a nation of savers has gradually transforming into a nation of spenders. The Indian spending pattern, more particularly in the urban segment, is fast catching up with its western counterparts and the consumption pattern is also slowly converging with global norms. With a billion plus consumers, India is one of the largest; most varied and stratified markets in the world today. It is young, with rising income and purchasing power and has only begun its consumption journey. Interestingly, for marketers worldwide, India is a challenge as well as an opportunity. The modern-day consumer lives in a crowded, competitive cluttered world of parity products and services. Companies are constantly working and reworking on different strategies to reach the new customers and markets.

The organized retail segment is no longer about just stocking and selling but about efficient supply chain management, developing vendor relationship, quality customer service and efficient merchandising. The modern retail formats are encouraging development of well-established and efficient supply chains in each segment ensuring efficient movement of goods from farms to kitchens, which will result in huge savings for the farmers as well as for the nation. The government also stands to gain through more efficient collection of tax revenues.

Today's people who buy at malls are no longer looking for cheapest products, rather they are willing to spend money on premium brands, since purchasing these brands gives them a sense of prestige.

In the coming years it can be said that the hypermarket route will emerge as the most preferred format for international retailers stepping into the country. It is estimated that this sector will have the potential to absorb many more hypermarkets in the next four to five years. Against such a backdrop, an attempt has been made in this study to examine various attributes, and retailers' expectations which will align the Shopping mall with their customers.

Now-a-days modern shopping malls being an integral part of the organised retailing now it has become a buzzword for the Indian youths. In India mall culture is viewed as a significant change in the life style of Indians, as shopping is no longer an activity of buying goods and services but also viewed as a status symbol and the one-stop retail solution. Delhi and NCR have received greater economic and social contributions from malls. The shopping malls become a source of comfort, entertainment, fashion, food court, window shopping, multi-brand portfolio, quality, convenience, attractiveness and luxury

**Key Words:** Organized Retailing, Unorganized Retailing, Shopping Malls, Customer Perception, Shopping Activities.