
HISTORY OF BEGINNING OF MALLS IN INDIA

Agrim Kumar

Indian Institute of Management

Rohatak, Haryana

ABSTRACT

The present study endeavours to explore the study of shopping malls. If we look back, to find the history of malls in India, it takes us back to the period of the British government. Starting of malls can be seen earlier before independence at the time of the British government. The first mall in India was opened by Charles Durant and J.W. Spencer in Chennai in the year 1863. It was named after him as Spencer Plaza. It was the biggest shopping mall at that time in South Asia. But after 120 years, the mall was destroyed by fire. Later on, it was reconstructed and open at the same place by the same name in the year 1991. The size of the reopened mall is double than the size of the previous one. After 1991 to 2000 the concept of malls was not easily expected by Indian people, so the growth of malls was very slow. The growth of malls seems to grow from 2005. In 2008 the numbers of malls are 225 which have reached 570 by the year 2013. The malls are just doubled in five years. By the year 2016 it has reached 720 and by the year 2020, it is expected to reach at 900.

Key words : Shopping malls, growth

INTRODUCTION:

Shopping Mall in the modern term is an area covered with a large number of buildings having vast infrastructures. It mainly contains retail units and has pathways or pavements which are internally connected with each other. The main purpose of these walkways is to allow the customer to easily walk from unit to unit. The objective of connecting these units in the shopping malls is to make shopping easy and convenient for the purchaser. If we turn around the pages of history, the shopping mall was the first place where the people could come together for the purpose of shopping as well as for social interaction and for cultural and recreational activities. Shopping malls were first said to be started in between 1920s in California. It was said that they have their origin from California. Mall first and foremost refers to us a shopping mall is a place with the collection of stores or shops. These shops are allied up together for people who walk on foot. It is a place which also allows the shoppers to walk freely without the hindrance and disturbance from vehicle traffic.

Moving on to late 19th century illuminations i.e. lighting effects became a vital part of shopping malls. Escalators were also being added on the compulsory basis. After the beginning of the 20th century, movie theatres and restaurants also began to be added on an essential basis in the malls to provide more handiness to the shoppers. Now, these all are considered as irremovable parts of shopping malls. According to the Guinness Book of Records, The Mall of Arabia in Dubai is the largest shopping mall in the world. It covers an area of 9.29 million sq feet. West Edmonton Mall in Canada, North America covers an area of 5.2 million sq feet was the largest shopping mall in the world from 1986 to 2004. Now it stood at the forth position followed by the malls of China and Malaysia at the second and the third place. In India, the term shopping mall is usually used for enclosed trading structure or uncovered vending complexes which have huge or bulky parking spaces for vehicles. It has widespread area for the people to refresh, enliven, meet people, joins, occupies, and entertains. It is a place to get everything under one roof from branded clothes, grocery, and electronics to foot wear.

MEANING

The word mall has been taken in different sense by the different sources. As per **Oxford dictionary** Mall means a large shopping area covered with different divisions from which traffic is expelled and excluded. It has a sheltered and covered walking area. This word mall was taken from the game of pall-mall, a place or an area on which pall-mall was played. For general people, mall represents the collection of a large number of stores where they get everything they required. It represents a place with clean and hygiene atmosphere where shopping is a leisure activity. It is a place where people get things of high quality at affordable price. Let us understand it in different parlances by different age group. For children, it is a place where their parents can take them on weekends or on holiday for enjoyment. For teenagers, it stood as a place where they can comfortably spend hours with friends without the interference of anyone. For youths, it is a place where they get what they want from day today products to modern gadgets. For a married and professional person it is a place to fulfill the requirement of his family. In fact, everyone gets things according to their need, habits, likes, and requirements.

Mall in modern terms gives us the image of a place which consists of large buildings with fully developed infrastructure having favorable environment or with cool temperature having big shops that contain branded items or the items with no quality compromise at a very reasonable price. A place made for all. In a single statement it is a place of people, made by people and made for people. While talking about the amenities provides by malls it contains everything with complete segmentation.

HISTORY OF MALLS

The history of malls says that in the early 1500s, in Italy a fashionable and interesting game known as pallamaglio was played. The word Palla means ball, and Maglio means mallet. These game and word, due to its popularity, was later adopted by the French with the new name of pallemalle. Then after in the early 1600s this game also gained popularity in the United Kingdom. It was taken by the English with the name of pall-mall. The region on which the game was played came to be identified as a mall. One of which was located in London's St. James Park. It was universally famous by the name "Mall." After the game lost its popularity, this region was changed into a beautiful, amazing and trendy walkway. It was covered with trees, plants, sand, crushed shells, and beautiful flowers. So later on, in 20th century this word again was reused for shopping complexes and they came to be known to us as malls. Further moving forward according to the history of shopping centres provided by "Consumer Reports (1986; Jacobs, 1985; Kowinski, 1985)" shopping centres shows their origin or starting in the 1920s in California. In California, supermarkets play a very important role for a group of smaller stores and for the mass of customers. The very first shopping mall was opened with the name Country Club Plaza. It was founded by the J.C. Nichols Company and opened near Kansas City, the United States of America in 1922.

Now, this is a benchmark in history. This concept of shopping malls was first to come in the 1950s in the mind of Victor Gruen. He was an Australian born architect and American migrant. The thankfulness for the invention of the modern mall goes to him. In the year 1950, he designed and constructed Northland Shopping Center in the United States and the credit for the new invention and modernization was delivered to him.

Later on, in 1956 the first enclosed mall known as Southdale mall in Edina was developed in a community of Minneapolis. The aim of this mall was to get the shopper free from harsh, fierce and chaotic weather. It helps the shoppers to shop in a cool, calm and healthy atmosphere. With the growth of cities and migration of population from one place to another the growth of malls also increased surprisingly. By 1960, the number of malls increased and reached to 4500. By 1975, the number of

shopping malls arouses to 16,400. With the span of time these numbers of growth of malls have reached 66972 malls that accounts for 50% of retail sales in 1986 in the USA. In fact, West Edmonton Mall situated in Canada is the world's largest mall with 800 stores and 24 movie screens. In 2000 it has reached to 88859 and has reached to 107773 in 2010. (Source: statista). This amazing growth of malls shows people's preferences for shopping and also their likes and dislikes while shopping. Their sensitivity and their shortage of time is also another reason for this numerous growth of malls.

BASIC CONFIGURATION

According to the "International Council of Shopping Centres (2004)" there are certain designs specified for the malls. The configurations or the common patterns of shopping centers are as follows:

Mall

These are the most common design which is made for us. It is known to us as 'shopping mall'. The walkway here is enclosed or packed. It is generally described by the climate-controlled atmosphere and lighted paths with borders on one or on both sides. It has attractive and eye-catching storefronts with highly secured entrances. Parking, as a rule, is provided around the outer limits of the mall.

Open-air centre

They are characterized by combined rows of stores which are managed as one unit. They have a parking area which is usually located in front of the stores. Since their common areas are not packed so they are referred to us as an 'open-air centre'. They vary from each other in their physical emergence. They are generally linear, L-shaped, U-shaped, and Z-shaped or cluster.

Hybrid centre

As clear from the word, hybrid means mixture or fusion of something. This type of shopping centers combines qualities two or more types of a shopping centre. Their common characteristic includes:

- **Value-oriented mega malls** which include the mall, power centre, and outlets.
- **Power-lifestyle centers** have power centre and lifestyle centre.
- **Entertainment-retail centers** consist of retail outlets, movie theatres, theme restaurants, and other entertainment sources.

COMPONENTS OF MALLS

Food Court: It is the foremost constituent of shopping malls without which malls are incomplete. It consists of a large number of fast food sellers who have wide taste and varieties. The food court is surrounded by a common seating area where people can have tasty food along with their long messy talks.

Department Stores: These are comparatively larger and bigger stores in their physical existence. They are also known as **anchor store or draw tenant**. In their physical set up, the stores are situated far from each other. The reason behind that was to maximize the area of passage from one store to another store. They provide a wide passage to a customer for free and convenient shopping atmosphere. It makes them feel liberal.

Stand-alone Stores: They are the stores which are normally located either on the same region of the land of the mall or the land near to it. It may or may not be officially connected through contract or ownership by the central management. They are dependent stores.

THE DIFFERENT TYPES OF SHOPPING MALLS

“The International Council of shopping centers” classified malls into following types. This list was published in the year 1999. It was made common for all countries.

1. **A Neighborhood Center:** A neighborhood center is a small range mall. It mostly consists of a drugstore or a supermarket. It is designed as an arrow piece mall. They covered the space of 30,000 to 150,000 square feet.
2. **A Community Hall:** A community hall is larger than a neighborhood center in size. They also have more availability of goods. It has two anchor stores. There is also the availability of the variety of products. They covered the space of 150,000 to 400,000 square feet.
3. **A Regional Center:** It covers an area more than 400,000 square feet up to 800,000 square feet. It has generally at least two anchors. It also offers a wider selection of goods. It can serve various and numerous customers at a single point of time. It can provide multiple choices of product at a single period of time duration.
4. **Superregional Center:** This is even larger than the Superregional center. It covers more than 800,000 square feet in area and it has various anchor stores. As the area becomes wider the variety of goods also becomes larger.
5. **Outlet Malls:** These types of malls are commonly seen in India. They are known to us by the name of factory outlet shops because they generally sell daily used products. These products are directly offered by the company. In this malls, the products are directly sold to the customers by the manufacturers. Clothing, sporting goods, electrical goods, cosmetics, and toys are common products which are sold at manufacturing rates.
6. **Vertical Malls:** They are the malls with multistory buildings. They are constructed due to the high land price in a densely populated area. They carry the concept to cover the number of storey's easily reached by escalators connecting the different levels of the mall. The only challenge faced by this mall is to encourage and motivate shoppers to move upwards and downwards.
7. **Strip Mall:** They are known as Shopping Plaza or Mini mall. The physical structure of this mall consists of an open area where the stores are set in a row which forms the shape of strips and appears like strips. They have their parking area in front of the store.
8. **Luxury Mall:** They are the mall which only contains luxury brands. They have the best brands in the world as their major occupant. They consist of world's famous brands such as Rolex, Louis Vuitton, Hermes, Burberry, Omega, Chanel, Gucci etc.
9. **Fashion Center:** It usually covers an area between 80,000 to 250,000 square feet. The main content of fashion center is fashionable boutiques and designer apparel shops. Their main target is customers who are rich. They serve the specific group of customers.
10. **Festival Center:** They are idea based shopping centers which are mostly located in semi-urban or urban areas. They are center of attraction for a large number of tourists. They are generally theme based shopping centers which have a very different and unique theme. They generally sell the specific product which is famous in those areas.
11. **Dead Malls:** They are those malls which have failed to attract new business from retailers due to various reasons. They remained unused for several years and then demolished or destroyed.

MALL CULTURE IN INDIA:

India's retail sector has undergone through many phases i.e. from 'Barter' to 'Hats' to 'Weekly Bazaars' to 'wholesalers' to 'retailers' and then to 'shopping malls'. It has completely undergone many changes and variations from physical structures to the availability of products and preference of customers to their purchasing power parity. It has crossed various hurdles in reaching the phase of an organized sector from an unorganized sector. Still, it is on its way of completion.

If we look at our past and our ancestors we will observe and find that our mothers used to go to moms and pops for their routine shopping and purchasing of daily products. These shops are popularly known to us as 'kirana ki dukan'. In small towns and small cities still, these shops are controlling and fulfilling the daily needs of a family. Even though there is sparkling transformation going on in the retail industry. It is developing from unorganized to organized and from moms and pops to shopping malls, but still organized retail sector just covers 8% of the total retail sector in India. It contributes a very small part in the Indian economy. In fact, malls are having their own particular format in Indian economy. They are categorizing as:

Malls-Malls generally have clothing stores, skin care section, consumer goods, daily products, body care section, electronic products etc.

Family Entertainment Centres-It generally consists of hilarity and enjoyment section which is specially made for kids. It has games, play zones and theme park for different groups of children. It also has a food court for food freak. Variety of taste is available. It also has a specific area for seating.

REASONS FOR GROWTH OF MALLS IN INDIA:

The mall culture in India is growing tremendously. Malls are growing faster and faster day by day at a very rapid rate. The main reasons for the development of malls in India are mentioned below.

Mass Population: It is the prime reason for the growth of malls in India. The population has reached 1.3 billion. With the increase in population, the needs and demand of people also arouse. The way of their shopping also changes due to the scarcity of time. Their shopping pattern has paved a way for the malls to establish and grow.

High income: Income of people in the urban region is more than that of people in the rural region. They have more purchasing power and due to the high income, they are free to spend more on an international product. In malls, they get everything they want. So it is another reason for the growth of the mall.

Different purchasing practices: Different people have the different mindset. They too have the different choices. These choices need variety of goods from which it has to be selected. Malls have that collection of goods. They get everything under one roof. There they get quality with quantity. So the numbers of malls are increasing day by day.

The horizontal structure of organization: In malls there are mainly two levels i.e. upper level and lower level. The lower level consists of the attendant and the upper level has their bosses to whom they have to directly report. There is no middle level. The management is so efficient to handle the shoppers. In shopping malls, the employees are well trained. They understand the need of people and also try to fulfill it. They understand the choices and give them services accordingly.

Cultural industry and entertainment: It also provides another reason for the growth of malls in India. Culture plays a very domain role in increasing the number of malls. From western culture, a trend has come to our country. Youth wants a place where they can seat and enjoy, can spend recreational time. People want a place where they can spend time with family in safe, clean, secured and hygiene environment. In fact, they want everything under one roof.

Knowledge becoming source of power: Knowledge is the key to success. In case of the mall, this statement is very correct and accurate. Malls are the place where customers get things according to their needs and demands. Malls have complete knowledge about the requirement of customers. They easily get what they want. So malls are increasing day by day.

Use of technology: Malls are using updated technologies which are attracting more and more customers day by day. They are well equipped with lighting effects, escalators, air conditioners, and electronic secured gadgets. It provides mall safe and protected environment. New technology is happily welcomed in our country. So malls are also happily welcomed.

Favourable effects of advertisement: social media plays a very important role in the growth of malls. Advertisement and promotional activities are done for the promotion of mall arouses the number of malls. Changes arrived in the lifestyles of people also stimulated the growth of malls in India.

CONCLUSION:

This paper is very helpful for present malls as well as for the mall which are going to be open in future. Present malls will get knowledge about customer's need and their requirement. Present trends of the market can now be analysed before the opening of new malls. Malls should apply strategies such that income should not affect the buying behaviour of customers. It will help them to get knowledge about their competitors and also help them to know what customers prefer. The customers with different mindsets have different requirements.

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