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A STUDY ON OVERVIEW OF SHOPPING MALLS IN INDIA- A STUDY

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ABSTRACT

The evolution of marketing has significantly influenced consumer behavior, particularly with the transformation of traditional retail into organized shopping malls. This study explores the growing mall culture in India, with a focus on consumer preferences and factors influencing mall selection. With the emergence of digital marketing and hybrid shopping formats, malls have become lifestyle destinations that combine shopping, entertainment, and dining under one roof. A mall intercept survey of 181 active shoppers identified seven key factors affecting mall selection, including brand variety, accessibility, ambiance, and service quality. The study highlights the shift in consumer expectations and the importance of adopting digital technologies, personalized services, and hybrid retail models. It suggests that mall developers and retailers should expand into Tier II and III cities, promote digital payments, and enhance customer engagement strategies. Overall, organized retail and mall culture in India reflect changing consumer dynamics and present vast opportunities for marketing innovation and business growth.

KEY WORDS: mall culture, shopping malls, consumer expectations, digital technologies, personalized services, hybrid retail, marketing innovation,

INTRODUCTION

Marketing is considered as one of the most powerful segments of the business which decide to meet the demand of the customers and public. There is a need of good marketing strategies to reach the goods and services to the target people in the country. For that, business sector made lot of innovations and procedures were adopted. Whereas marketing evolves in every day with available technology and opportunities. In this regards, traditional marketing has been transformed into digital marketing, conventional shopping marketing into hybrid shopping mall. Mall culture in the world has been gaining momentum owing that different buying experience with all needs are going to fitful in a single point with the facilities of choosing and comparing competitive products. With this chapter highlights an overview of malls with respects to India and Tamil Nadu.

SHOPPING MALLS IN INDIA

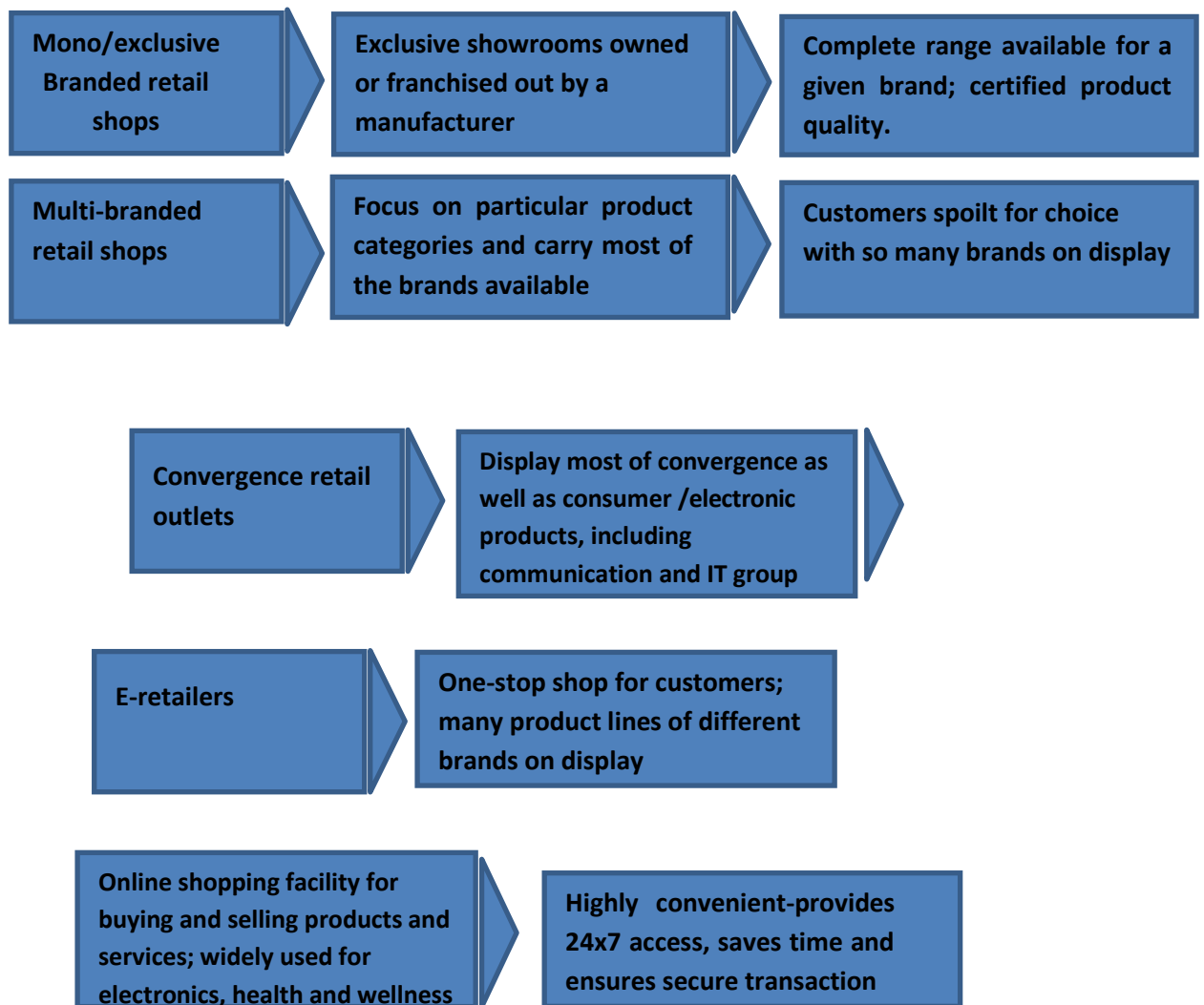
Shopping malls are the Organised segment in retail industry with huge investment and marketing potentials. Shopping mall is a group of retail stores under one roof. Malls have been constantly adapting and changing in both style and substance in order to attract increasingly sophisticated and fickle consumers. There are various factors which might affect shoppers'

selection of a place to shop. The present study is an attempt in this regard with special reference to Indian context. The objective of this study was to identify the factors affecting selection criterion of consumers with respect to shopping malls. Mall intercept survey was conducted to identify the factors which influence the selection of shopping malls in multiple cities. The sample included 181 active mall shoppers. Total seven factors which influence the selection of shopping malls from consumer's view point were identified with a structure questionnaire. Study will help the mall owners and the retail marketers to understand the insights of shoppers that what basis consumers select the shopping malls for shopping. On these bases, they can plan their strategies for shopping malls. Md. Mazedul, et al., 2014 tried to categories the customers in below groups according to their buying behavior.

REVIEW OF LITERATURE

1. **Rao & Prasad (2019)** examine the evolution of shopping malls in India, highlighting their transformation into lifestyle destinations. The study discusses consumer preferences, mall formats, and emerging trends, showing that malls serve both retail and leisure needs.
2. **Srivastava (2017)** explores the growth of malls across Indian metro cities, attributing their success to urbanization, rising disposable incomes, and changes in consumer lifestyles. The paper emphasizes the role of mall ambience and branding in attracting footfall.
3. **Mishra & Tripathi (2015)** assess the economic impact of shopping malls in Tier-I and Tier-II cities. They find that malls generate employment and boost real estate development while also influencing local retail formats.
4. **Kumar & Sharma (2018)** analyze consumer satisfaction and loyalty in Indian shopping malls. Their study reveals that factors like convenience, cleanliness, parking, and store variety significantly affect repeat visits and customer retention.
5. **Ghosh (2014)** discusses the spatial and architectural development of malls, stressing how mall designs in India integrate global retail concepts with local culture. The paper also critiques challenges like congestion and high maintenance costs.
6. **Patel & Desai (2021)** focus on post-pandemic mall trends in India. They note the shift towards hybrid retail models and digital integration, including app-based engagement, contactless shopping, and experiential marketing.
7. **Bansal (2016)** provides a comparative analysis between traditional retail markets and shopping malls. The study indicates that while malls offer convenience and variety, price-conscious Indian consumers still rely on traditional markets for affordability.
8. **Naidu & Reddy (2020)** evaluate the sustainability practices in Indian shopping malls. Their findings suggest that most malls are adopting green building standards and waste management systems, though implementation varies across regions.
9. **Chatterjee (2013)** explores the cultural implications of malls, arguing that they reflect modern consumer identities and aspirational lifestyles. The study positions malls as symbols of globalization and urban middle-class aspirations in India.
10. **Joshi & Arora (2018)** investigate the role of marketing and promotional strategies in enhancing mall footfalls. Discounts, events, and thematic decorations are identified as major attractions for consumers, especially during festive seasons.

RETAIL FORMATS IN INDIA



Source: Techsci Research

BIGGEST MALL IN INDIA

New economic policy initiated in India in 1991, Indian market liberalized foreign direct investment in various sectors. Initially foreign direct investment were not permitted in retail sector, where as it has been changed with 30 percent to 100 percent of FDP. Now retail sector can enjoy 100 percent FDP particularly in shopping malls. The following are the leading shopping malls in India.

LuLu International Shopping Mall, Kochi

LuLu International Shopping Mall is the largest mall in India in terms of total retail area and has over 225 outlets spread across four floors. Located in the city of Kochi, this mall has brought 100+ biggest brands in the world to Kerala for the first time.

DLF Mall of India, Noida

DLF Mall of India, located in Noida, is the second-largest shopping mall in the country and among the most popular ones in Delhi NCR. The mall has seven floors comprising five customized zones, namely Market Place, International Boulevard, The High Street, Family World and Leisure Land; each zone is dedicated to a particular category.

Sarath City Capital Mall, Hyderabad

Sarath City Capital Mall is one of the biggest malls in Hyderabad housing more than 430 international and local brands across multiple categories like fashion, home decor, jewellery and electronics.

Z Square Mall, Kanpur

Z Square Mall is one of the largest shopping malls in India and has also been recognised amongst the best upcoming malls in the country, according to a survey. Spread across a sprawling space, this mall features a state-of-the-art infrastructure and more than 150 national and international brands.

HiLITE Mall, Kozhikode

HiLITE Mall in Kozhikode is best known for its 200+ branded retail stores and multiple dining options that make it an exclusive shopping-cum-entertainment hub. The mall also encompasses a food court, two gaming zones, a snow park, an 8-screen multiplex and a NESTO hypermarket chain.

World Trade Park Mall, Jaipur

World Trade Park is counted among the biggest shopping malls in Jaipur and has also won the Best Architecture and Mall of the Year awards for its futuristic design. It is home to numerous hi-end brands along with a multiplex, an entertainment city, a food court and a parking space that can hold 1100 cars.

Phoenix Marketcity Mall, Bangalore

The largest and one of the most frequented malls in Bangalore, Phoenix Marketcity has 250+ stores, more than 30 dining options and a sprawling food court. Besides, it has a 9-screen PVR multiplex and gaming zones like Amoeba and Smaaash for the ultimate entertainment of both kids and adults.

Elante Mall, Chandigarh

Elante Mall has become the go-to place for shopping lovers in Chandigarh as it houses various Indian and international brands across its five floors. Besides, it encompasses a courtyard full of cafes and a food court offering a host of dining options for shoppers..

Esplanade One Mall, Bhubaneswar

Esplanade One is among the best shopping hubs of Bhubaneswar and the biggest mall in the state of Odisha. It became an instant hit among the shopping population of the city as it houses a number of big brands across categories like apparel, footwear, accessories and more.

Phoenix Market city Mall, Chennai

One of the best shopping malls in Chennai, Phoenix Marketcity has over 300 retail outlets belonging to a multitude of national and international brands. Moreover, the mall is home to a 27-screen Jazz Cinemas multiplex and also, the first IMAX screen in the city.

Mantri Square Mall, Bangalore

With more than 250 retail outlets of international, national and regional brands, Mantri Square Mall offers a wholesome shopping experience in Bangalore. It is also the ultimate entertainment zone for one and all as it has multiple gaming zones, a bowling alley and a 6-screen INOX multiplex.

Orion Mall, Bangalore

A part of Brigade Gateway - a premium integrated enclave, Orion Mall houses more than 300 luxury brands and makes for one of the best places to shop in Bangalore. It also boasts of an 11 -screen PVR multiplex that has a combined seating capacity of 2800; there are 144 Gold Class seats as well.

Ambience Mall, Gurgaon

Ambience Mall in Gurgaon is one of the most popular shopping malls in the NCR, offering everything from shopping to entertainment. Located on NH-8, this 6- storey mall is home to some 230 retail and food outlets including major international and Indian names.

Ambience Mall, Delhi

One of the fanciest shopping malls in Delhi, Ambience Mall has 200+ retail outlets of various Indian and international brands and is also famous for its entertainment and recreation options. One of the highlights of the mall is the Disney store that offers a memorable shopping experience for kids and adults.

The Forum Mall, Bangalore

The first and one of the biggest malls in Bangalore, Forum Koramangala is a shopper's paradise with some 100 retail stores spread across five storeys. Besides a horde of shopping choices, the mall also has a multi-storey book store, an 11-screen PVR multiplex with an IMAX screen and a food court on offer along with other entertainment and recreation facilities like Time zone.

Viviana Mall, Thane

Viviana Mall makes for the most happening place to shop in Thane as it boasts of an assorted tenant mix including over 250 retail stores of leading brands. It also houses one of the largest multiplexes - a 14-screen Cinapolis, along with Fun City where kids can indulge in games and fun activities.

Select CITYWALK Mall, Delhi

Delhi's Select CITYWALK is an upscale shopping centre with 180+ stores representing more than 500 international and Indian brands. My Square, the multi-cuisine food court at the mall, offers plenty of dining options for shoppers, in addition to several other cafes, bistros, restaurants and bars.

Phoenix Marketcity Mall, Mumbai

Housing more than 600 retail stores, over 100 dining options and a 14-screen PVR multiplex, Phoenix Marketcity in Mumbai is one of the most popular shopping malls in Mumbai. It is among the top malls in India as well for it offers the perfect blend of fashion, fun and food, all under one roof.

High Street Phoenix Mall, Mumbai

High Street Phoenix, popularly called HSP, is India's first retail-led consumption centre housing 500+ brands including a range of F&B, entertainment, residential and commercial complexes. The mall is divided into three zones, namely Skyzone that boasts of anchor stores, Grand Galleria that caters to impulse shoppers and Palladium - Mumbai's first luxury retail destination.

Ahmedabad One Mall, Ahmedabad

Ahmedabad One is one of the most iconic shopping malls in Ahmedabad with a retail area sprawling across three floors. The mall is home to some of the best international and Indian brands and some local names as well, along with three anchor stores including a hypermarket and two lifestyle stores.

VR Mall Mall, Chennai

Located in the upmarket neighbourhood of Anna Nagar, Chennai's VR Mall is not all about shopping and great food. Besides 240 retail stores and a multi-cuisine dining facility 'Madras House', this mall also boasts a 10-screen PVR ICON multiplex, a coworking space 'The Hive', an event space, an open-air amphitheatre and a boutique hotel.

The Great India Place (GIP Mall), Noida

The Great India Place, affectionately called GIP Mall, is one of the oldest and largest malls in Noida. A part of the larger Entertainment City, the mall shares its boundary with a major amusement park, another mall, a kids' entertainment zone and a sports goods outlet.

Pacific Mall, Delhi

Pacific Mall in Tagore Garden is the answer to all the hi-end malls in Gurgaon, Noida and Gurgaon as it has everything from over 140 Indian and international brands to an impressive range of eateries and even a PVR multiplex with 4DX screen.

The Grand Venice Mall, Greater Noida

A true architectural wonder with a range of shopping options, The Grand Venice Mall is the pride of Greater Noida. It attracts not just shoppers but also tourists with its fun offerings like Gondola rides, zipline, trampoline park, bumping car, 7D theatre, scary house and snow park.

UB City Mall, Bangalore

The list of the top malls in India can't be complete without mentioning the country's first-ever luxury mall - UB City. Located in Bangalore's Central Business District, this mall makes for a one-stop destination for fashionistas with more than 40 of the biggest names in international fashion, housed at 'The Collection'.

Table No. 1. Malls in Tamil Nadu

Name	Location	Year	Size (gross leasable area)
Phoenix Marketcity (Chennai)	Velachery, Chennai	2013	1,000,000 sqft (93,000 m ²)
VR Chennai	Anna Nagar West, Chennai	2018	1,000,000 sqft (93,000 m ²)
Express Avenue	Whites Road, Royapettah, Chennai	2010	900,000 sq ft (84,000 m ²)
The Forum Vijaya	Arcot Road, Vadapalani, Chennai	2013	650,000 sq ft (60,000 m ²)
Gold Souk Grande Mall Chennai	GST Road, Vandalur, Chennai	2015	600,000 sq ft (56,000 m ²)
The Marina Mall	Old Mahabalipuram Road, Egattur, Chennai	2019	540,000 sq ft (50,000 m ²)
Spencer Plaza	Anna Salai, Chennai	1895	530,000 sq ft (49,000 m ²)
Prozone Mall (Coimbatore)	Sivanandapuram, Coimbatore	2017	500,000 sq ft (46,000 m ²)
Brookefields Mall	Brooke Bond Road, Coimbatore	2009	450,000 sq ft (42,000 m ²)
Fun Republic Mall (Coimbatore)	Avinashi Road, Peelamedu, Coimbatore	2012	325,000 sq ft (30,200 m ²)
Ampa Skywalk	Poonamallee High Road. Aminjikarai. Chennai	2009	315,000 sqft (29,300 m ²)
Coromandel Plaza	Navalur, OMR, Chennai	2011	300,000 sq ft (28,000 m ²)
Ramee Mall	Anna Salai, Teynampet, Chennai	2012	225,000 sq ft (20,900 m ²)
Palladium Mall, Chennai	Velachery, Chennai	2008	220,000 sq ft (20,000 m ²)
Vishaal de Mal	Chinna Chockikulam, Madurai	2012	220,000 sq ft (20,000 m ²)
Spectrum Mall (Chennai) (Formerly Grand Venus Mall)	Paper Mills Road, Perambur. Chennai	2011	160,000 sq ft (15,000 m ²)
Chennai Citi Centre	Dr. Radhakrishnan Salai, Mylapore, Chennai	2006	150,000 sq ft (14,000 m ²)
Chandra Mall	Arcot Road, Virugambakkam, Chennai	2011	143,130 sq ft (13,297 m ²)
Milan'em Mall	K.K. Nagar, Madurai	2009	90,000 sq ft (8,400 m ²)

Bergamo (Shopping mall)	Khader Nawaz Khan Road, Nungambakkam, Chennai	2011	30,000 sq ft (2,800 m ²)
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Source: wikimedia.com

In the year 1863 Spencer Plaza, Chennai were established. In the year 1895 Spencer Plaza Anna salai, Chennai were established. In the year 1998 MGF Metropolitan mall Gurgaon were established. In the year 2005 Parsvanath Mall, Azadpur New Delhi and Pacific Mall, in Ghaziabad were established. In the year 2006 Chennai City centre Dr. Radhakrishnan Salai Mylapore in Chennai were established.

the year 2007 Ambience mall Gurgaon and the Great India place in Noida and select city walk in New Delhi and Fun Republic Mall in Lucknow and crown interior zmall in Faridabad were established. In the year 2008 Ambience mall, Vasantkunj New Delhi and South city mall in Kolkata and manisquare in Kolkatta and Metrojunction mall in Kalyan and inorbit mall, Vashi in Navi Mumbai and Palladium mall Velachery, Chennai were established.

In the year 2009 R city mall in Mumbai and city centre in Nashik and Inorbit mall in Hyderabad and Ansal plaza, Greater Noida and DLF Avenue in New Delhi and city centre, new town in new town Kolkata and Brookfields mall in Brooke Bond road Coimbatore and Ampaskywalk in Poonamallee high road aminjikai Chennai and Milan'em mall K.K.Nagar, Madurai were established.

In the year 2010 express avenue in whites road, royapettah Chennai and mantrisquire in Bengalure and Magneto the mall in Raipur and z square Mall in Kanpur and express avenue in Chennai and Growel's 101 in Mumbai and Prozone mall Aurangabad and city centre in Mangaluru and mall of Amritsarr in Amritsar and Axis mall in new town, Kolkota and city centre in Siliguri were established.

In the year 2011 phoenix marketcity in Pune and Phoenix Market city in Mumbai and Phoenix market city Bangalore and Infiniti mall, Malad in Mumbai and MGF Metropolis mall in Gurgaon and Ahmedabad one in Ahmedabad and royal Meenakshi mall in Bengaluru and Pacific mall, Tagore garden, New Delhi and moments mall, New Delhi, TDI mall, Sonipat and Coromandal plaza, Navalur OMR Chennai Spectrum mall (Chennai) in Chennai were established.

In the year 2012 world trade park in Jaipur and VR Punjab in Mohali and orion mall in Bangalore, and Bhawani mall in Bhubaneswar and Avani Riverside mall in Howrah and fun Republic Mall (Coimbatore). Avinashi road Peelamedu, Coimbatore and Ramee mall anna salai, Teynampet, Chennai and Vishaal de mall, china chockikulam, Madurai were established.

In the year 2013 Lulumall Kochi and Elante mall in Chandigarh and VR Ambarsar in Amritsar and Phoenix market city in the forum Vijaya in Chennai and centre square mall in Kochi and VR Surat in Surat and MSX mall in Greater Noida and Phoenix market city (Chennai) in Velachery, Chennai and the forum vijaya Arcot road, Vadapalani, Chennai were established.

In the year 2014 Forum Sujana mall in Hydedrabad and forum Fiza mall Mangalore and world Square mall in Ghaziabad, and Texvalley in Erode were established.

In the year 2015 Hilite mall, Calicut in Kozhikode and the Grand Venice mall in Greate Noida and Aeropolis mall in Kolkata and VR Bengaluru in Bengaluruand Omaxe Connaught place in Greater Noida and Unity one, Janakpuri in New Delhi and Gold Souk Grande mall, GST road, Vandalur in Chennai were established.

In the year 2016 DLF mall of India in Noida and logix city centre in Noida and Lodha Xperia mall in Dombivali were established.

In the year 2017 P&M Hi-Tech city centre mall in Jamshedpur and Prozone mall in Coimbatore and Prozone mall in Sivanandapuram Coimbatore were established.

In the year 2018 sarath city capital mall Hyderabad and VR mall in Chennai and Esplanade one in Bhubaneswar and forum shantiketan in Bengaluru and VR Chennai in Anna nagar West, Chennai were established.

In the year 2019 Gaur city mall in Greater Noida and Vegas mall in New Delhi and the Marina mall in Chennai and the Marina mall in old Mahabalipuram road, Egattur, Chennai were established. In the year 2020 Phoenix Palassio in Lucknow were established.

In the year 2021 Lulu mall in Thiruvananthapuram were established. In the year 2022 Lulu mall in Lucknow were established.

Table No. 2. Formats / Channels of Organized Retail

Channel/ Format	Type of Merchandise	Pricing	Size (Sq.ft)	Average Stock-Keeping Units(SKUs)	Location	Example
Store						
Supercenter	All types of Merchandise	Discount Pricing	200,000 300,000	200,000	Outskirts	Wal-Mart Supercenter
Hypermarket	Mostly food & grocery and Apparels with Focus on value Products	Discount Pricing	60,000 120,000	80,000	Malls	Hypercity, Big Bazaar
Supermarket	Food & grocery	Discount Pricing	10,000-30,000	20,000	Malls	Food Bazaar
Neighborhood / Convenience Store	Daily use items		500-3,000	4,000	All localities Within a city	Subhiksha
Cash and carry	Mostly food And grocery	Bulk Buying, Heavy Discounts	100,000 300,000	150,000	Outskirts	Metro cash And carry
Discount store	Food & grocery And fashion & Accessories	Heavy Discount	NA	NA	NA	Subhiksha
Department Store	Apparel and Accessories	Competitive	20,000-100,000	50,000	Malls	Shoppers Stop
Speciality store	Any one type of Merchandise	Competitive	500-5,000	1,000	Main Markets, Malls	Mobile Store
Category killer	Any one type of Merchandise	Discount Pricing	30,000-100,000	10,000	Malls, high Streets	Vijay Sales
Non-store						
Kiosks/stalls	Small food Items and Accessories	Normal	20-100	50	Malls, Multiplexes, Cinema Halls	Popcorn
Vending Machines	Small items	Normal	-	10	Stations, Commercial And office Complexes	Chocolate And Newspaper Vending Machines

Order retailing (catalogue/TV/ Website)	Any type of Merchandise	Competitive	-	-	-	Argos
Door-to-door	Mostly low- Value items	Normal	-	-	-	Amway

Supercentre is all types of merchandise with 2,00,000 to 3,00,000 sq.ft of size located as outskirts; Hypermarket is a mostly food & grocery and apparels with focus on value products with 60000 to 120,000 sq.ft. of size located as malls. Supermarket is food & grocery with 10,000 to 30,000 sq.ft. of size located as malls. Neighbourhood / convenience store is a daily use items with 500 to 3000 sq.ft of size located as all localities within a city cash and carry is a mostly food and grocery with 1,00,000 to 3,00,000 sq.ft of size located as outskirts. Discount store is food & grocery and fashion & Accessories with NA Sq.ft. of size located as NA. Department store is a apparel and accessories with 20,000 to 1,00,000 sq.ft of size located as malls. Speciality store is a any one type of merchandise with 500 to 5,000 sq.ft of size located as main Markets malls as category killer is a any one type of merchandise with 30,000 to 1,00,000 sq.ft. of size located as malls, high streets.

Non store kiosks / stalls is a small food items and accessories with 20 to 100 sq.ft. of size located as malls, multiplexes cinema halls. Vending machines is a small items with a size of located as stations, commercial and office complexes. Order retailing (Catalogue/TV/website) is a any type of merchandise. Door-to-door is a mostly low value items.

RECENT M & A DEALS IN THE INDIAN RETAIL SECTOR

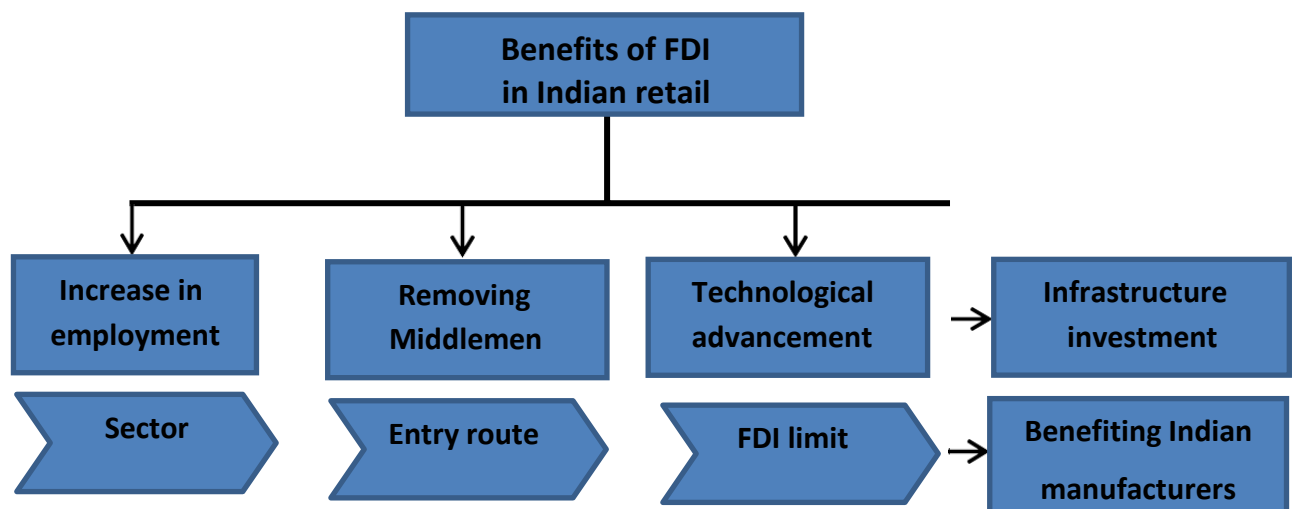
Acquirer name	Target name	Year	Deal type
Reliance Retail Ventures Ltd (RRVL)	Shri Kannan Departmental Store private Ltd (SKDS)	March 2020	Acquisition
Amazon	Future Retail	August 2019	Acquisition (49 per cent)
Aditya Birla Fashion and Retail Ltd (ABFRL)	re and TG Apparel & Décor Pvt Ltd	June 2019	Acquisition
Reliance Industries Ltd (RIL)	Hamleys	May 2019	Acquisition
Future Enterprises Ltd	k Technology (India) Pvt. Ltd	October 2018	Acquisition (55 per cent)
Amazon and Samara Capital	More	September 2018	Acquisition
Reliance Retail Ventures Ltd (RRVL)	Genesis Colors Ltd (GCL), GLF Lifestyle Brands, Genesis La Mode, Genesis Luxury Fashion Pvt Ltd., GML india Fashion and GLB Body Care	September 2018	Acquisition
Walmart	Flipkart	May 2018	Acquisition

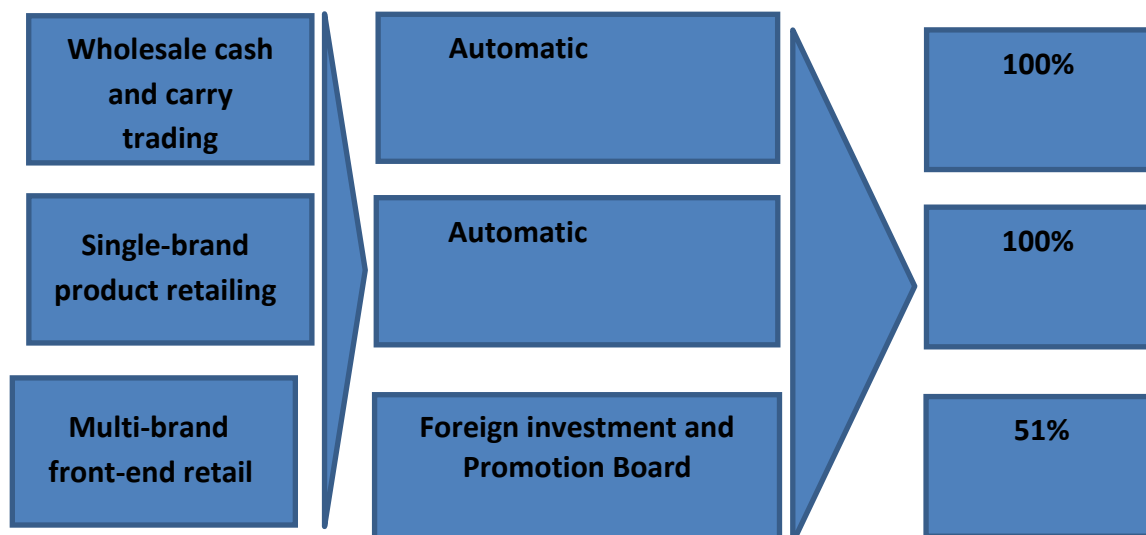
Future Group	Hyper City	October 2017	Acquisition
Berger Paints	Chugoku Marine Paints	April 2017	Collaboration
Myntra	InLogg	April 2017	Acquisition
Flip kart owned	HRX	August 2016	Acquisition
Myntra	MotoGP	August 2016	Collaboration
Aditya Birla Fashion and Retail	Forever 21 (India Business)	May 2016	Acquisition

Source: Nielsen, Jefferies report

The Indian retail sector has witnessed a surge in mergers and acquisitions (M&A) in recent years, reflecting strategic expansion and consolidation trends. Major players like Reliance, Amazon, and Aditya Birla have actively acquired firms to enhance their market presence and diversify offerings. Notable deals include Reliance acquiring Hamleys and multiple fashion brands, while Amazon invested in Future Retail. Walmart's acquisition of Flipkart marked a significant international entry. These M&A activities signal intense competition, with firms aiming to strengthen supply chains, digital capabilities, and customer reach. Collaborations, such as those by Berger Paints and Myntra, further highlight innovation-driven partnerships in retail.

INDIAN RETAIL IS SET TO BENEFIT FROM FDI POLICY





Source : Nielsen, Jefferies report

In Financial Year 2019, traditional retail, organised retail and E-commerce segments accounted for 88 per cent, nine per cent and 3 per cent of the market, respectively.

The organised retail market in India is growing at a CAGR of 20-25 per cent per year.

It is projected that by Financial Year 2021, traditional retail will hold 75 per cent of the total retail market, followed by organised retail at 18 per cent and E-commerce retail at seven per cent.

The unorganised retail sector in India has a huge untapped potential for adopting digital mode of payments as 63 per cent of the retailers are interested in using digital payments like mobile and card payments.

Source: BCG, KPMG – India retailing com, Deloitte Report, Winning in India's Retail Sector, Centre for Digital Financial Inclusion (CDFI) report, Crisil.

Reliance retail ventures ltd acquired shri kannan departmental stores private ltd in 2020. Amazon acquired future retail in 2019. Aditya Birla Fashion and retail Ltd acquired Jaypure and TG Apparel & Décor pvt Ltd in 2019. Reliance industries ltd acquired. Hamleys in 2019. Future enterprises ltd acquired livquik Technology (India) Pvt Ltd in 2018.

Amazon and samara capital acquired more in 2018. Reliance retail ventures ltd (RRVL) acquired Genesis colors ltd (GCL) GLF Lifestyle Brands, Genesis La Mode, Genesis Luxury fashion Pvt Ltd. GML in India fashion and GLB body care in 2018. Walmart acquired flipkart in 2018. Future Group acquired Hypercity in 2017. Berger paints collaboration Chugoku marine paints in 2017. Myntra acquired inlogg in 2017. Flipkart owned acquired HRX in 2016. Myntra collaboration MotoGP in 2016. Aditya Birla Fashion and Retail acquired Forever twenty one (India Business) in 2016.

AMPLE GROWTH OPPORTUNITIES IN INDIAN RETAIL INDUSTRY

Large number of retail outlets

- India is the fifth largest preferred retail destination globally.
- The sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in tier II and tier III cities.

Private label opportunities

- The organised Indian retail industry has begun experiencing an increased level of activity in the private label space.
- The organised retail sector is forecast to witness strong growth in the coming years.
- The share of private label strategy in the US and UK markets is 19 per cent and 39 per cent, respectively, while its share in India is just six per cent. Stores like Shopper Stop and Lifestyle generates 15 to 25 per cent of their revenue from private label brands.

Sourcing base

- India's price competitiveness attracts large retail players to use it as a sourcing base.
- Global retailers such as Walmart. GAP. Tesco and JC Penney are increasing their

sourcing from India and are moving from their-party buying offices to establishing their own wholly-owned/wholly-managed sourcing and buying offices.

Luxury retailing

- Luxury retailing is gaining importance in India. This includes fragrances, gourmet retailing, accessories and jewellery among many others.
- Luxury market of India is expected to grow to US\$ 30 billion by the end of 2020 from US\$ 23.8 billion in 2017, supported by growing exposure of international brands among Indian youth and higher purchasing power of the upper class in tier II and II cities, according to ASSOCHAM.

This paper highlights the malls of India at different size and capacity, which help to understand the structure and trends of malls in India. Malls are playing a key role in mass buying behavior with comparative price and quality. This chapter describes (Growth of E-Commerce Industry in India, Growth of Retail Sales in 1998 to 2020, Consumer of Expenditure in India (USD billion), Retail market in India, FMCG Market in India, Revenue from online Retail in India, Strong Growth in the Indian Retail Industry, Market size over the past few years, Sectors High Growth Potential is Attracting Investors FDI confidence index 2019, Rising Prominence of online Retail India, India E-Commerce Market, Income growth to drive demand for organised retail GDP at current prices (USD Billion), GDP per capita at current prices

Indian E-commerce Market, Internet users in India, India's Internet Economy, Growth of E-Commerce in India, E-Commerce Industry in India, Rising Internet Penetration in India, Online Retail Market, Shares of various segments in E-commerce

Retail by value 2019, Online Retail vs Total Retail in India, Online Retail out of Total retail in India (2020), Online Retail out of Total Retail in India (2030), E-commerce Retail Logistics Market in India, E-Commerce Retail Logistics Landscape in India (2019)). It is concluded that, online shopping and malls are the major part of the contemporary marketing in the world.

FINDINGS

India's retail industry has evolved from traditional formats to highly organized shopping malls, offering consumers a centralized, convenient, and engaging shopping experience. These malls have significantly altered consumer behavior by combining shopping, entertainment, and dining, thus transforming malls into lifestyle destinations.

Consumers choose shopping malls based on a variety of factors including brand availability, entertainment options, ambiance, accessibility, and service quality. The study using mall intercept surveys identified seven major factors that influence mall selection, enabling better understanding of consumer decision-making processes.

Post-1991 economic liberalization, the mall culture in India gained significant momentum, especially in urban areas. Malls like Phoenix Marketcity, Lulu Mall, and DLF Mall of India have set new standards in terms of scale, design, and consumer offerings, catering to the modern, urban middle class.

The Indian retail sector has seen a surge in mergers and acquisitions, with key players like Reliance, Amazon, and Aditya Birla expanding aggressively. These strategic moves have enabled them to diversify product lines, expand geographical presence, and enhance digital capabilities in response to increasing competition.

Organized retail is growing rapidly, with a shift toward digital platforms and hybrid models. While traditional retail dominated in FY2019 with 88% share, projections for FY2021 indicated a shift toward organized and e-commerce segments, reflecting changing consumer preferences and adoption of digital payment systems.

SUGGESTIONS

Mall operators should leverage technology and customer data analytics to offer personalized services and promotions. Implementing loyalty programs, digital kiosks, and real-time offers can improve customer engagement and retention in a competitive retail environment.

Developers and retailers should focus on expanding into Tier II and III cities where mall culture is emerging. These markets offer untapped potential due to rising incomes, urbanization, and growing demand for organized retail and branded products.

Retailers and mall management should actively promote digital payment modes by integrating secure, user-friendly digital infrastructure. Training small vendors and offering incentives for using

digital payments can also increase adoption in both organized and unorganized retail sectors.

Retailers should integrate online and offline shopping experiences by offering services like click-and-collect, digital catalogs, and virtual trial rooms. Such hybrid models can attract tech-savvy consumers and provide flexible shopping options to improve customer satisfaction.

Malls should not be limited to commercial spaces but evolve as community centers. Incorporating co-working spaces, cultural events, children's play areas, and wellness zones can make malls multifunctional, increasing footfall and strengthening brand loyalty among consumers.

CONCLUSION

Shopping malls are the major part of retail industry which provide wide opportunities to marketing potentials for all kind of products and services in one place. Now the people change the buying habits as mall culture which facilitate to purchase large number of products in a single shopping. The success of retail sector reveals the growth of the organized retail stores. The rapidly increasing the expectation of the customer in different manner. Everyone knows that reliability of customers is the reflection of trust. Normally if we want to get the loyalty of the customers, we have to fulfill the needs, wants, demand and expectations of the customers. The retail business also has to follow the same sense of service to obtain the reliability of the customers. The organized retail stores have need to be updated their products and services in the nature manner and also take the necessary steps to remove the outdated products. The penetration pricing strategy can be considered to attract the urban customer as well as rural customer also. If the service is followed in the right manner customer may tend to stay on the department stores themselves.

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