

Sustainability of Local Markets in the Face of Challenges from  
Malls in Respect of Textile Products in Jaipur

Synopsis

Submitted in partial fulfillment of the requirement

Of the degree of

Doctor of Philosophy

In the faculty of

Garment Production and Export Management

Supervisor:

Dr. Kavita Marriya

Co-supervisor:

Dr. Radha Kashyap

Submitted By:

Vidhi Sehra



DEPARTMENT OF GARMENT PRODUCTION EXPORT MANAGEMENT

The IIS University, JAIPUR

2012

**CONTENT**

<b>S.NO</b>	<b>TOPIC</b>	<b>PAGE NO.</b>
<b>1.</b>	<b>INTRODUCTION</b>	<b>3-10</b>
<b>2.</b>	<b>REVIEW OF LITERATURE</b>	<b>11-24</b>

<b>3.</b>	<b>PURPOSE OF THE STUDY</b>	<b>25</b>
<b>4.</b>	<b>OBJECTIVES</b>	<b>26</b>
<b>5.</b>	<b>METHODOLOGY</b>	<b>27-35</b>
<b>6.</b>	<b>LIMITATIONS OF THE STUDY</b>	<b>36</b>
<b>7.</b>	<b>REFERENCE</b>	<b>37-40</b>

## **INTRODUCTION**

The Indian retail industry, consisting of over 13 million outlets is estimated to provide employment to over 18 million people, the largest employment after agriculture. Federation of Indian Chambers of Commerce and Industry(FICCI) Retail Report, 2007 indicates that organized retail will grow at significant CAGR (compound annual growth rate) of around 50 per cent till 2011-2012 mainly due to the investments of more than \$30 billion budgeted by big and small players in the organized retail sector over coming five to seven years. Organized retail sector has witnessed a CAGR of around 35 per cent over the past five years and contributing around 10 per

cent to the country's GDP and eight percent of the employment. The retail sector is seeing investments of up to Rs. 6000 crore by the 20 prominent retail players.

Organized corporate retailing is poised to become the business of the decade in India. Retailing presently contributes about 10 per cent of India's Gross Domestic Product (GDP) and 6-7 per cent of employment.

With some 15 million retail outlets, India has the highest retail density in the world. But only 4 per cent of these outlets are more than 500 sq ft in size and almost all are family owned shops and establishments (Mukherjee and Patel 2005). The value of organized retail is expected to grow 2.8 times in the coming four years to Rs 1,000 billion industries, attracting many global retail chains like Wal-Mart, Tesco, and Carrefour (Outlook, October 16, 2006). Foreign Direct Investment (FDI) up to 51 per cent in single brand retail was permitted last year and multi-brand retail is expected to open up to 51 per cent of FDI soon. Meanwhile, Indian retail chains like Reliance Retail, Croma, Aditya Birla group, S Kumars, Shoppers. Stop, Westside, Subhiksha, and Trinethra have all been consolidating their realty, brands, market shares and locations. Retail giants, the largest being Wal-Mart-Bharti, Reliance, AV Birla group and Future group (Pantaloon), plan to expand the share of organized retail from the current 3 per cent to approximately 15-20 per cent in four years by investing more than \$ 25 billion (excluding real estate investment). Of the proposed investment, 60-65 per cent will go towards setting up the supply chain for food and groceries (CII. Kearney 2006).

According to the Business Monitor International (BMI) India Retail Report for the second-quarter of 2011, total retail sales in India will grow from US\$ 395.96 billion in 2011 to US\$ 785.12 billion by 2015. According to a McKinsey & Company report titled 'The Great Indian Bazaar: Organized Retail Comes of Age in India', organized retail in India is expected to increase from 14-18 per cent and reach US\$ 450 billion by 2015.

The organized modern retail segment in India will grow by over three times during the next five years (from 2010), to reach a figure of US\$ 80 billion, as per consultancy firm, Technopak. According to the report 'Strong and Steady 2011' released by global consultancy and research firm PricewaterhouseCoopers (PwC), India's retail sector, which is currently estimated at about US\$ 500 billion, is expected to grow to about US\$ 900 billion by 2014.

India has also been ranked as the third most attractive nation for retail investment among 30 emerging markets by the US-based global management consulting firm, A T Kearney in its 9th

annual Global Retail Development Index (GRDI) 2010. Within Asia, India is expected to account for the third largest share at US\$ 2.7 billion in 2015, according to a report released by research firm Ovum on January 12, 2011.

Recently the Committee of Secretaries (CoS) has recommended for opening, politically sensitive multi-brand retail sector for Foreign Direct Investment (FDI) and has suggested FDI up to 51% in multi brand retail sector. The recommendation of CoS has virtually opened the doors for global multi-retailing giants like Wal-Mart and Carrefour, to enter into the most sought Indian retail market.

These facts and figures show how rapidly the modern retail is growing in India and holds a sparkling future. This tremendous growth and lucrative business prospects lured many corporate giants of India like Reliance, Tata, Birla, Raheja, Future group, Bharti, RPG group etc to invest heavily in the Retail Industry. Also the global retailers like Wal-Mart, Carrefour, Tesco and Landmark are also eyeing the Indian retail market. India has been ranked as the most attractive emerging retail market in the world making it the number one choice as a retail business destination.

On the other hand, a report published in 2004 by the centre for policy alternatives entitled *FDI in India's Retail Sector: More Bad than Good* stated that retailing is probably the primary form of disguised unemployment, underemployment in the country. As per the report, due to overcrowding in the agricultural sector and stagnation in the manufacturing sector, millions of Indians are forced into the service sector. Given the lack of opportunities, it is almost a natural decision for an individual to set up a small shop or store, depending on his or her means or capital, and thus a retailer is born, seemingly out of circumstances rather than choice (Trivedi et al. 2007).

The report further adds that India has 35 towns each with a population of over one million. If Wal-Mart were to open an average Wal-Mart store in each of these cities and they reached the average Wal-Mart performance per store, we are looking at a turnover of over Rs. 80,330 million. (\$ 1.82 billion) with only 10,195 employees. Extrapolating this with the average trend in India, it would mean displacing about 4, 32,000 persons. As per report if large retailers were to obtain 20 per cent of the retail trade, this would mean a turnover of Rs. 800 billion (\$ 18 billion) on today's basis. This would mean an employment of just 43,540 persons displacing mainly *eight million* persons employed in the unorganized retail sector (Rajagopal 2009.)

## **APPAREL RETAILING**

In its market research report, Indian Retail Sector - An Outlook [2005-2010] RNCOS estimated that the Indian apparel retail industry generated revenue of \$2.0 billion in 2005 with a growth rate of 11.1% during 2005-10. As a result, this industry in India is second largest in the world after China. The Indian apparel retail industry varies within even short distances, as the designs of the outfits are based on the region's fashion trends.

A new focus on the apparel retail sector has attracted attention in recent days. Top exporters have introduced their own brands and are aggressively positioning themselves within segments of the domestic market. The rising importance of branded segments in the domestic market combined with the pressure of import competition is blurring the boundaries between exports and domestic production in countries with large home markets, such as India. With the changing lifestyles, organized retail is playing a key role in structuring the Indian domestic market, reinforced in particular by rising incomes and growing purchasing power among consumers in rapidly growing sectors of the economy such as information technology and business process outsourcing.

Retail sector in India is witnessing a huge revamping exercise as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. The branded apparel market represents the largest source of growth. The men's branded apparel market is growing at a rate of 21.8% and branded women apparel segments represents 35% of the total branded apparel market and is growing at an incredible 23% annually.(Paromita Goswami,2007)

Leading domestic retailers are becoming more firmly entrenched, increasing their scale of operations and stabilizing their logistics and technology initiatives. A few significant foreign players have been selling their branded apparel in India for number of years. But, now, just like their India counterparts, global apparel brands are setting up their own apparel outlets, instead of just selling through departmental stores. Though local retailers generally enjoy higher margins, they won't be able to keep global retailers at bay for long because of international experience, buying power, IT systems and cash flow to tolerate lower profits. Presence of these brands will make the Indian Consumer become more aware of the international fashion and lifestyle trends leading to a move-up of the industry in the value chain. (Singh R K and Tripathi A P 2008)

## ORGANIZED SECTOR

Organized retailing came into its own in tandem with the retail boom. Other factors like consumer awareness, investments by venture capitalists and private equity firms have also contributed to the growth of organized retail. The growth in the organized retailing has resulted in the establishment of departmental stores, supermarkets, rural retailing, e-retailing and luxury retailing. Each one of these formats has a unique advantage and the scale of operation depends upon factors like average footfalls, sales per sq ft etc. However the process of acquiring license is still a bottleneck for the development of Indian retailing. (Sandeep .R and S. Roy 2007)

## UNORGANIZED SECTOR

The unorganized sector is still dominant in India, since it has the advantage of low investment need. Since retailing is the process of connecting the supplier and consumer, pricing of products is very important in a price conscious market like India. Unorganized retailers play an important role in this regard and are a vital part of the supply chain. If unorganized retail segment positions itself correctly, it can carve a niche for itself in India's booming retail sector. (Sandeep .R and S. Roy 2007)

## **IMPACT OF ORGANIZED RETAILING ON UNORGANIZED RETAILING IN INDIA**

Large format retailing is controlled and regulated across the world. The experiences of Western European as well as South East Asian countries are particularly relevant in this regard. However, an appropriate regulatory framework for the organized retail sector in India has to be framed keeping in mind the Indian specificities. India has the highest shop density in the world with 11 shops per 1000 persons, much higher than the European or Asian countries. The potential social costs of the growth and consolidation of organized retail, in terms of displacement of unorganized retailers and loss of livelihoods is enormous. Regulation in India therefore needs to be more stringent and restrictive. There are broadly three ways in which the adverse impact of the rapid and unbridled expansion of organized retail can be felt:

1. Around 95% of the 12 million shops in India have a floor area of less than 500 square feet. The impact of the growing market share for organized retailers is being manifested in the falling sales for the unorganized retailers in several places. The NSSO (**National Sample Survey Organization**) surveys already indicate a significant decline of more than 12.5 lakhs in the number of self- employed retailers in urban India (by current weekly status) between 1999-2000

and 2004-05. Further acceleration in the growth of organized retail would eventually result in making business unviable for a large number of unorganized retailers, particularly in the event of a slowdown in consumption growth and retail sales. In the backdrop of huge unemployment and underemployment persisting in India, small-scale retailing still provides livelihood security to around 20 million urban workers and 12 million rural workers. Their displacement would further worsen the unemployment scenario.

**2.** Giant organized retailers use their monopoly buying power to squeeze small producers as well as manufactured products. The experience of the farmers of developing countries with the giant food retailers has been particularly bad. The farmers become dependent upon the inputs, credit and technology supplied by the food retailers and end up being at their mercy in terms of prices for their produce and quality standards. Contract farming, which is the preferred mode of operations as far as the agri-business corporations and food retailers are concerned, has led to agrarian distress in many places. Moreover, uncontrolled diversification in agriculture away from foodgrains can imperil food security. In the backdrop of the crisis being already faced in Indian agriculture, the entry of large retailers with monopolistic control can aggravate the situation.

**3.** The proliferation of large format retail outlets reshapes the urban landscape in myriad ways. Land use patterns change drastically, often in violation of city plans. Given the unplanned and chaotic path of urban development witnessed in India over the past decade and a half, and the pathetic state of urban infrastructure, the proliferation of large format retailers will only accelerate the undesirable trends of predatory real estate development and unsustainable pressures on urban infrastructure and the environment. Rather than enhancing choices for the consumers, especially the lower income groups, proliferation of large format retail stores would kill competition, lead to closure of neighborhood markets and make consumers solely dependent upon the organized retailers. This would also increase the propensity to use private vehicles for shopping, thus leading to more pollution. ( Ramanathan. V and K hari, 2011)

Regulation of the organized retail sector has to address all these areas of concern mentioned above. Organized retail cannot be allowed to grow in a way, which displaces existing unorganized retailers, jeopardizing livelihoods in the absence of other employment opportunities. The interests of the small producers, especially farmers, also have to be protected by preventing the emergence of local monopolies/monopolies. It has to be ensured that competition is not stifled and potentially monopolistic practices in credit, input and output markets are not

encouraged by the entry of large corporate retailers. Moreover, undue pressure on urban infrastructure and the environment arising out of the proliferation of large format retailers has to be prevented.

### **SHOPPING MALLS**

The latest trend in the corporate universe is of the emergence of the shopping malls. Shopping malls are an emerging trend in the global arena. The first thing that comes in our mind about the shopping malls is that it is a big enclosed building housing a variety of shops or products. According to historical evidences shopping malls came into existence in the Middle Ages, though it was not called so. The concept of departmental stores came up in the 19th century with the Industrial Revolution. (Singh R K and Tripathi A P 2008)

Consumers wanted a better shopping experience and this demand gave rise to the emergence of shopping malls in India.

### **APPAREL LOCAL MARKET**

With almost 25% of India living below the poverty line the fruits of the development and organized retailing might result in a social dissatisfaction amongst the lower side of the population. With almost 10 million people in India depending on apparel traditional retail sector, the trade unions and traders fear these people's employment will suffer if retail giants are permitted to enter India's apparel retail market.

Yet, since the early 1990s, with the institution of neo-liberal economic policies(primarily privatization of business from nationalized industry), traditional and local markets have slowly been threatened and displaced by shopping centers modeled after American shopping malls , fundamentally changing the relationship of space and consumption in Indian cities.

A significant difference the apparel traditional market and the apparel modern market is what type of consumer each is hoping to attract. The mall, acting as one corporate entity is very focused on attracting middle and upper class people, who have the means of buying the products from the mall.( Halepete, J., Seshadri, K.V. & Park, S.C. 2008)

The rapid growth of the apparel modern retail industry is currently causing a shift in the retail market share, where apparel modern retail is eating more and more into the apparel local market. Slowly but surely, modern retail is controlling retail market share. On one hand, sharp competition in the retail industry can be positive for consumers as it results in increased choices for consumers. Retailers with large amount of capital behind them can easily provide consumers



with variety of product with different prices and quality, safety, comfort, and cleanliness. They have a virtually unlimited capacity for value creation, which gives them more power in the retail industry. On the other hand, a negative impact of this can be the marginalization of traditional and small-scale retailers. Without any assistance from the government, small-scale retailers with their limited financial and management capacity will suffer.

### **PRESENCE OF MODERN MARKET VS EXISTENCE OF LOCAL MARKET**

The liberalization of the exchanges and the globalization of the economies have created a competition among enterprises, geographic areas, production systems. The scenario presents a variegated competition; national, international, multinational, global, local enterprises who look for a presence in national, international, multinational, global, local markets; the competitive battle is relevant and involves every enterprise.

The globalization showing the way of the global market to global products, but also to local and regional ones emphasizes the competitiveness at a planetary level [18]; the competition exists therefore not only in the national market, but in all the markets reached by a product; it means that the competition will be global, but also local and global; the enterprises will be in presence of a real hyper competition.

Defending the products is therefore necessary, but in particular for the local products from the assaults of a competition which will try to imitate them and then to take them to the global market also with deceptive local identities; unfortunately with unprepared consumers-utilizers these attempts will receive answer with serious damage of the authentic local productions.

These considerations take to an imperative: the enterprises to keep their supremacy have to be competitive; we refer to strategies and policies of production and product aimed to the excellence, strategies and policies of research, of coalitions, of distribution and sale, of communication and promotion, of management; only with these elements one will be able to win the difficult challenges the scenario assumes.

The future will become especially dark for those enterprises which give up going in the direction imposed by the scenario and the competitive battle.

With mushrooming of foreign supermarket in many cities, many parties have expressed the opinion that the local market is the main victim of competition between local market and modern markets. ( Goyal, B. & Aggarwal, M. 2009)

## REVIEW OF LITERATURE:

### Retail format

The retail format identifies retailer capabilities and serves as competitive advantage (Goldman, 2001) and influences consumers' choice behavior. Developing economies undergo retail format transition to position themselves competitively within the region and globally. since 1990 India experiences retail format transition. Despite a rapid retail format transition, organized retail (supermarket) sector in India accounts for only about 5 % of the total retail market (Anand and Sinha, 2009). The Indian retail sector is dominated by traditional retail format such as bazaar, sandy corner shop and grocery store. As the choice set of consumers is continuously expanding in terms of availability of store formats, customer choice behavior is erratic (Anand and Sinha, 2009). Grocery purchases in India are primarily done either in bulk or in small fill-up purchases. While the fill-up purchases are more frequent, they are largely unplanned and done on a need basis primarily from the nearest traditional market (bazaar) and is considered as a compulsive shopping. Bulk grocery purchase is periodic and can be considered as a planned behavior (Block and Morwitz 1999), which is of utilitarian shopping value. There has been a limited understanding on how the consumers' perceived importance on functional attributes changes over retail format and what shopping value the consumer receive from the retail formats.

### Factors Influencing Consumer Behavior to Purchase in Retail Outlets

**Rogers et al. (1988)** have focused on the socioeconomic aspect of the urban and rural populations and the expenditure pattern of the two populations. The income and expenditure pattern in terms of transportation, food, apparel, automobile and housing were compared with rural and urban population. The urban counterparts had the higher level of expenditures on food, housing and apparel where as the rural population average income was spent on transportation,

health care, tobacco and other personal insurance. Therefore there are differences in the way that urban and rural consumers allocate their expenditures budgets as regard to socio-economic changes.

**Schopphoven (1990)** has identified the relationships between consumption patterns and values of different sub-cultures (a comparison between rural and urban consumers in western Germany). The ownership of selected products, the intent of purchase and the importance of these products for the individual consumer in rural and urban segment were explored in this study. The results reveal that there is not much of differences between the urban and the rural sub cultures, but some demographics such as marital status, professional status, the children in the household tend to have discriminating power on the value variables.

Talpade, Salil,haynes, Joel ( 1997 ) revealed the idea of adding a major entertainment center to a shopping mall has been gaining popularity over the past few years. Several of these so called 'mega-malls' have been constructed in various regions of the country, with substantial square footage allocated to large-scale entertainment centers. In terms of shopping center patronage, Ballenger et al. (1977) found that some consumers placed the greatest value on convenience and economic attributes including convenience to home, accessibility, and the presence of services such as banks and restaurant. Others however emphasized recreational attributes including atmosphere, fissionability, variety of stores and merchandise. However, as mentioned earlier, there has been very little academic research on mega-malls and the effects of entertainment centers in such malls on consumer behavior. Most of the research conducted on this relatively recent phenomenon has been done by either mall developers in specific malls (e.g., Stiller & Smith, 1992) or by private research agencies which provide a fee-based information service (e.g., U.L.I. Publications). These studies have primarily focused upon defining the trading area of the mall, the consumer characteristics, and the extent of patronage at various stores and entertainment centers.

**Miller (2001)** has conducted a study on examining the determinants of rural consumers' in shopping behavior for the product categories of apparel and home furnishings. The study was carried out among the consumers living in two rural Iowa(u.s communities. It examines whether reciprocal actions exist between community members as consumers and retailers and if these actions are persuasive in predicting the economic activity regarded as consumer shopping. The results support the social capital theory evidence that consumers' level of satisfaction with

reciprocity was a significant determinant of rural consumer level of shopping with local retailers. Overall the study revealed that community attachment has a significant indirect effect on their shopping behavior.

Burke (2001) has created a brand equity index comprised of three components, best described as brand equity molecule, which is an overarching device of brand equity molecule, which is overarching device of retaining and attracting customers. The three atoms which were embedded to molecule were (i) image, (ii) value and (iii) loyalty. Image and value perceptions pull in new customers while loyalty and value retain the customer.

**Broadbridge and Calderwood (2002)** have uncovered the factors and attitudes that influence the customers' store choice decision and their attitudes towards their local shops. The study has explored grocery shopping behavior of rural inhabitants in Scotland. The survey reveals that the trading future for small rural shops is difficult with the majority of the consumers using them only for supplementary shopping. Local shops provide a differentiating and unique offer than supermarkets then it may increase the customers visit to local shops. Local shops need to have commitment and willingness to cater for the local community wants and needs. The relative proximity of alternative shopping facilities and the quality of local shopping provision combine to influence the degree of out shopping from a community.

**Sun et al. (2004)** have identified the impact of economic development on consumer lifestyles. The objective of this study is to understand the Chinese rural and urban consumers who are in the two levels of living standards (poor and rich) are different in terms of their attitudes toward the whole marketing mix. The results suggest that there still exists a big difference in terms of ideal material possessions between urban and rural consumers. Rural consumers were more price-conscious, less product-innovative, and suspicious about mass advertising and not brand conscious when compared with urban consumers. Due to the disparate attitudes of the rural and urban consumer they were found to use different products to reflect the improvement of their living standards. The lifestyle differences between rural and urban consumers might suggest the impact of economic development on consumer behaviour. On the whole the study reveals that there is huge marketing potential in China's rural markets for MNCs and other investors.

According to S. Ramesh Kumar (2004) Decision making with regard to retail outlet selection is very similar to consumer decision-making on brands where the consumer goes through a process starting from identifying needs to post-purchase issues. There are a few interesting and important

dimensions associated with consumer behavior and retail outlet selection. Marketers need in-depth knowledge about the various dimensions which link retailing and consumer behavior. There is research required to handle retail decisions in a competitive context. McDonald's found that a major chunk of its consumers decide to eat a few minutes before they make the purchase decisions and hence it is building small outlets in large supermarkets such as Wal-Mart and Home Depot. There are three fundamental patterns which a consumer can follow and they could be: (i) Brand first, retail outlet second (ii) Retail outlet first, brand second (iii) Brand and retail outlet simultaneously.

Sen (2006) analyses Indian consumer's behavior and its responses to the development of organized retail. Economical and social changes are major contributors for a growing fragmentation of consumer into multiple segments with different values and buying priorities. Consumer has become pragmatic, educated and demanding learning how to manage money and time more efficiently. The firms on low prices were gradually replaced by a value for money perspective. The study developed by ETIG (economic times intelligence group 2002) confirm these tendencies. Concerning food, the most important attribute mentioned was quality followed by price. Indian consumer has different reasons for preferring different store formats, either modern or traditional. Sen (2000) confirms this in the study undertaken in India context. He confirms that in the case of hypermarket the main motives for preferences, in decreasing order are low prices, the possibility of buying everything in the same place and the general appearance of the store. Multichannel retailing strategy is the dominant format for the apparel retailing industry.

**Lee and Kim (2007)** have investigated the effect of consumers' shopping orientations as a consumer characteristic on their satisfaction level with the product search in a multichannel environment. The authors had also investigated the influence of multi-channel shoppers' shopping orientations on their satisfaction level with the apparel product purchase made in a multi-channel shopping environment. The consumers were overall satisfied with the multichannel for information search about price, promotion, style/ trends and merchandise availability of apparel products. The findings suggest that consumers adopt and utilize various channels for searching different types of product information and in turn they purchase apparel products via the channel of their choice. The factors contributing rural consumers' in shopping behavior and its effects on institutional environment and social capital (Kim and Stoel, 2010).

The objectives of this research are to investigate rural customers' shopping behavior by looking at both social environmental factors and retailers' social activities. The results revealed that location and proximity of the store did not have any significant influence on the rural consumers' shopping behavior. This study also found that when a retailer gains legitimacy, the retailer can justify its existence to community. The consumers' decision about whether or not to support the local retailer depends on their first evaluation about the institutional actions of the retailer, and if the retailer is a legitimate entity for the community. This study reveals that when a high level of social capital exists, local retailers can focus on their institutional activities and gain legitimacy from local shoppers.

Rajagopal (2009) analyzed Shopping malls contribute to business more significantly than traditional markets which were viewed as simple convergence of supply and demand. Shopping malls attract buyers and sellers, and induce customers providing enough time to make choices as well as are creational means of shopping. However, competition between malls, congestion of markets and with certain decision-making traits that combine to form a consumer's decision-making styles. Academicians and researchers have long been interested in identifying these underlying decision styles of shoppers. For example, consumers are identified as economic shoppers, personalizing shoppers, ethical shoppers, apathetic shoppers, store- loyal shoppers, recreational shoppers, convenience shoppers, price-oriented shoppers, brand- loyal shoppers, name-conscious shoppers, problem-solving shoppers, quality shoppers, fashion shoppers, brand conscious shoppers and impulse shoppers.

Lahiri and Samanta(2010) revealed that consumers 'buying behavior is mostly influenced, at time, by the marketing communication strategies that are developed so as to draw the attention of the target group.

### Strength, Weakness, Opportunities and Threats (SWOT) Analysis

The Grocer (1996).” Independent retailers have increasingly been under threat with the growth of major multiple retailers in the organized retail scene, but independent small shops operating in local community locations do serve a function whether it be a social or a community one, or providing a vital service to certain groups of consumers. This might be through the provision of their total shopping requirements or via top-up or emergency products. Although independent small conventional shops comprise the majority of all retail businesses in India, and have always

provided a social as well as economic function to the communities they serve, their share of retail sales has been eroding in favor of the major organized retail stores since the mid 1990's.

Ramanathan. V and K Hari, (2008) analyzed that the economy and society have changed, so retailers have responded and shopping as an activity has altered enormously . Retailing is one of the most dynamic and rapidly changing sectors of Indian industry bearing little comparison with the business that operated 50 years ago. Multiple retail companies now dominate the sector, to the threat and decline of small independent business. These independent stores face increased pressure from the multiple retailers, superstores, small store format (such as high street stores), petrol forecourts and many are being squeezed out of existence altogether. Even the wholesale symbol groups have been developing their own store portfolio. Independents who “enjoyed” over 80 percent of the market share till early 90's have seen this market share halve by 1995 to just over 40%.

The decline in the number of small shops has different implications upon its existing customers depending upon locations and alternative options to shop. The closure of a local neighborhood shop with a superstore nearby would affect the residents of a local neighborhood differently compared to the closure of the only shop in a small locality without a superstore nearby. Various arguments have been made in support to the only shop in a locality, arguing that they play an important vital role in the community and work as a support network of the locality (Smith and Sparks, 1997). However as the MD of Spar said:

“People may have warm feelings towards the ideal of a small shop, but unless that warm feeling converts to hard cash, we're all going to be in the nostalgia business.”

### Traditional Retailers Perceptions about Organized Retail

As already mentioned, organized retail has deeply changed the Indian commercial structure. However, it is not exclusively responsible, as other changes (economical, social and cultural ones) have occurred simultaneously. Concerning the more direct effects of organized retail on different types of commerce, it is possible to verify that the major impact is felt on traditional retail and, in particular, on the food sector. The impact of organized retail is also significant on other types of retail, namely toys, stationery goods and household appliances; moreover, it is probable that competition gets more intense in other sectors, such as clothing and furniture.

A French study shows that the impact of organized malls and supermarkets is especially strong over non-specialized stores; stores that use normalized sales methods; generalist stores; very

small stores operating on their survival limits; stores located near hypermarkets and with no alternative goods.

While the study by **Ali and Kapoor (2010)** indicates that a higher income and educational level of consumers influences their decisions on product and market attributes while gender and age seems to have no significant impact. The young consumer seeks more and more information about the new products available and retailers need to communicate them more effectively.

### **Influence of Shopping Mall on Local Markets**

Colgate (1991) according to his report the local market shows which are held a few times a year are patronized mainly by small retail store buyers. Buyers for these small apparel firms are usually generalist instead of specialist, fulfilling all the merchandise needs of the retail store. The responsibilities of buying for a small firm can be more intense and cover more merchandise categories than buying for a larger firm.

Arbuthnot, J. M. Slama and G.Sisler (1993) found that the main users of the local apparel markets were, as expected, buyers for small specially-type apparel stores, often owners of the stores located in small communities. The research also showed that the local apparel markets draw patrons from very limited distances. Almost all patrons traveled fewer than 150 miles to attend the local apparel markets.

Rajagopal (1999) viewed that motivations of shopping in the traditional markets includes inside and outside ambience, layout and extent of involvement of vendors in the selling process. Ambiences of marketplace, assortment of vending booths, and excitement motivate the buyers to stay long in the street markets.

Mcbride and Gillespie (2000) in his article analyzed that the location and size of the market plays a critical role in establishing the socio-economic thrust among the customers in the areas.

Bass (2000) concluded that local markets tend to offer innovative products in major emerging markets, targeting the consumers falling largely in the middle class demographic segment.

Ackerman and Tellis (2001) concluded that the differences in shopping behavior correspond to clear differences in prices between apparel stores serving the two shopping cultural groups. However, some supermarkets also have lower prices across a range of apparel but may not be able to simulate the ethnic surroundings of local markets.

Pilotti, Zanderighi,( 2003) analyzed that the rise of suburban commercial areas gives evidence of how spatial patterns of concentration go beyond the traditional one-dimensional axis center-



periphery models, and evolve towards multi-dimensional, multi-center models). This development is the result of the changing factors of attraction of trade areas, from the traditional ones (accessibility, mobility and those factors related to the satisfaction of buying needs of consumers) to new ones (social values, security, value of leisure, new forms of communication) less directly related to the purchase process. The new commercial areas are advantaged by an "organizational surplus", which is also derived from the ability to search for coordinated solutions aimed at exploiting the latent potential of the subjects involved.

Zukin and Kosta (2004) observed that in Mexico, street market congregate traditional and modern lifestyle through the agglomeration of small producers, who depend on urban consumers and are linked in networks of mutually beneficial relations. These attributes of street markets not only reveal the aesthetic distinction but also exhibit cultural diversity for consumers of urban habitat.

Stillerman (2006) found that traditional markets have emerged not only as a social meeting places for people but are also considered as political grass roots to institutions to propagate ideologies and debates of accessibility to diverse population and state policies toward markets.

D'Andrea et al (2006) identified that vendors define the basic needs of the consumers and offers products at relatively lower prices as compare to the fixed retail outlets and super markets. This also influences the shopping behavior of consumers which partly explains the resilience of the traditional/small format retailers. Prices in traditional markets are low as most of the vendors have their own transport and the taxes they pay to the local areas governing body or municipality are marginal.

According to Powe,(2006) increasing globalization in the developing countries has affected the socio-economic and cultural paradigms in urban areas and consumers behavior is significantly influenced by the traditional markets which demonstrate ethnic trade practices. Vending in traditional markets is considered as parallel leisure place particularly where people tend to move to suburban location in order to experience the difference from the routine shopping.

**Gupta (2004), Jasola (2007) and India Retail Report (2009)** shared his observation about the emergence and expansion of supermarkets that gradually decreased the market share of the traditional formats by displacing them and the factors that helped supermarkets in gaining consumers favors over the traditional stores are the 'consumers economic ability' and the 'format output'. The consumer has multiple options to choose- ranging from the shopkeeper to the most

sophisticated supermarkets, departmental stores, plazas and malls which provide the latest and better quality products and it made India the top spot among the favored retail destination.

Venkateshwarlu, H and C.V. Ranjani, (2007), suggests that functional attributes facilitate the shoppers' motive of hedonic and utilitarian value. Interestingly, Indian supermarkets have the capability of offering hedonic and utilitarian value to shoppers, while the traditional markets are far behind. However, store appearance at both supermarket and traditional markets failed to motivate the shoppers shopping value. Retailers need to invest resources to modify the supermarket appeal to offer hedonic and utilitarian value to customer. The rapid transition in retailing format and shoppers orientation towards supermarket suggests the retailers to focus on functional attributes. Traditional markets require rapid changes in their retailing strategy for survival and to compete with supermarkets. Indian retailers and international players planning a foray into India retailing sector should pay considerable attention to functional attributes, consumer motives and shopping value.

**Tusharinani (2007)** noted the transformation of traditional formats into new formats, viz., departmental stores, hypermarkets, supermarkets, specialty stores and malls taking the lead in attracting consumers in the metro cities.

Emsli L (2007) analyzed that traditional markets reveal the relative importance of traditional and ethnic value of consumers and facilities both consumers understanding and market development. The vendors in the streets market understand how to sell products to targets customers, how to emphasize commonality with the mainstream markets and where the different lies.

According to **Halepete (2008)**, India is expanding internationally due to saturation of markets and challenges faced by international retailers. Partnership between Bharti and Wal-Mart is one of the successful expansions of international retail in India.

According to Ramanathan. And Hari, (2008) India experiences retail format transition, since 1990. Despite a rapid retail format transition, organized retail (supermarket) sector in India accounts for only about 5 % of the total retail market. The Indian retail sector is dominated by traditional retail format such as bazaar, shady corner shop and grocery store. As the choice set of consumers is continuously expanding in terms of availability of store formats, customer choice behavior is erratic). For example, grocery purchases in India are primarily done either in bulk or in small fill-up purchases. While the fill-up purchases are more frequent, they are largely unplanned and done on a need basis primarily from the nearest traditional market (bazaar) and is

considered as a compulsive shopping. Bulk grocery purchase is periodic and can be considered as a planned behavior, which is utilitarian shopping value. There has been a limited understanding on how the consumers' perceived importance on functional attributes changes over retail format and what shopping value the consumer receives from the retail formats.

The study by **Mishra (2008)** exposes that mall space, demography, rising young population, availability of brands, rising retail finance, changing lifestyle, modern retail formats and foreign direct investment are the strengths and opportunities for modern retail model. On the other hand, real estate cost, improperly developed mall, lack of skilled personnel, underdeveloped supply chain and taxation hurdles are the weaknesses and threats for modern retail formats.

Leicht Oliver H.,Burkhardt B (2008) suggested that the rehabilitation of old bazaar of a country is going to initiate the conditions for the development of cultural, social and economic and tourism sector of the city. The parallel development of each of these elements will promote the city of the country and its region enabling it to compete with other urban centers and regions and to sustain itself, as the presence of global market expands. The implementation of this project provides a harmonious integration of the protection of the historic and cultural fabric, with environmental enhancement, carried out in the context of public/ private sector partnership which will finance improvements to the local government to stimulate investment from the private sector.

Rheinlanders et al (2008) explained that growing traditional consumer markets in low income countries offer easy access to inexpensive food, clothing and grocery as well as a natural ambiance of shopping of shopping for urban resident. However, consumers rely on sensory effects of touch, feel and pick, appearance, and trustworthiness of vendor in choosing products, since same vendors erect their stalls in traditional markets that are held periodically, consumers gradually develop loyalty with the vendors in these markets.

Liewellyn and Burrow (2008) analyzed that in local markets, social and economic activities are stimulated through interaction until realizing the seals. The local vendors are contextually embedded in the urban landscape and operate within the urban social order.

Tipraqsa and Schreinemachers (2009) identified traditional markets in urban setting are associated with diversification of land use away from brick and mortar marketplaces establish more intense contact with nearby urban centers, and connect strategically two or more number of urban streets to serve urban dweller.

**Rajagopal (2009) reported that shopping malls contribute to business more significantly than traditional markets, which are viewed as a simple convergence of supply and demand. Shopping malls attract buyers and sellers, and attract customers, providing enough time to make choices as well as a recreational means of shopping. However, competition between malls, congestion of markets and traditional shopping centers has led mall developers and management to consider alternative methods to build excitement in customers. This study examines the impact of growing congestion of shopping malls in urban areas on shopping convenience and shopping behaviour. Based on the survey of urban shoppers, the study analyses the cognitive attributes of the shoppers towards attractiveness of shopping malls and intensity of shopping. The results of the study reveal that the ambience of shopping malls, assortment of stores, sales promotions and comparative economic gains in the malls attract higher customer traffic to the malls.**

Andrea K. Walker (2009) suggested that some shopping malls are taking a cue from their big-box retail competitors by opening their doors earlier and leaving them unlocked a little bit later. Many retail consultants believe General Growth Properties' decision last month to expand its hours at most of its more than 200 malls across the country -- including several in the Baltimore area -- could mark the beginning of a trend for the nation's shopping centers. The Chicago-based company is adding a few hours on weekend mornings and evenings in hopes of drawing more shoppers who say they want the added convenience. It's a departure, however, from the normally staid world of shopping malls, where hours typically change only during the busy holiday shopping season. But some retail consultants said fewer hours aren't the reason shopping malls keep losing market share to the rest of the retail world.

**Goyal and Aggarwal (2009)** opine that in India, a consuming class is emerging as a result of increasing income levels and dual career families with high disposable incomes. With retailers eyeing their presence in the market, it is important to identify the target shoppers as well as the prime factors of enjoyment in shopping. The results reveal that a majority of the consumers are pro shoppers, feeling enjoyment while shopping. Their key interests include getting product ideas or meeting friends. They also view shopping from emerging retail formats as a means of diversion to alleviate depression or break the monotony of daily routine. In addition to this, they also go shopping to have fun or just browse through the outlets.

The study by **Satish and Raju (2010)** throws light on the major Indian retailers which highly contribute to the retail sector in India. Pantaloon, Tata Group, RPG Group, Reliance Group and A V Birla group are some of the major Indian retailers.

Rajagopal(2010)analyzed that street markets in developing countries constitute an integral part of the local economy as well as exhibiting the ethnic image of the habitat, which continues to function even in growing cities. The shopping malls have intercepted the traditional marketplace culture and are instrumental in shifting the consumer behavior in urban areas. Consumers' decision-making styles shift towards shopping at malls as well as street markets in Mexico City. On the basis of exploratory data and using a theoretical model of consumer decision-making styles, this study addresses the causes and effects of coexistence of shopping malls and street markets. The results show that there are various economic and marketplace ambience-related factors that affect the consumer decision towards shopping. The article concludes with specific suggestions for reducing conflicts and increasing cohesiveness with regard to shopping behavior between shopping malls and street markets, and advancing strategic retailing strategies to establish the coexistence of contemporary and conventional market systems.

## SUSTAINABILITY

Zanderighi, (1990) suggested that "return to the city" inevitably leads to reconsider the role of retailing and social activities when development policies for urban centers are adopted. Development projects need also to cover public spaces and transport networks, the creation of specialized professionals in the management of complex programs of commercial development and urban regeneration. This is what happens in almost all the most advanced European countries, starting from the nineties, most often with the support of EU funds.

Smith, Sparks, (2000) analyzed that economic and social influences at the local level have been analyzed as regards the presence of small independent retailing. Some key issues have been highlighted:

- consumer supply of products goods and services;
- provision of diversity, “color” and choice in the commercial offer;
- dynamism and local adaptation;
- feeding of economic activities related to the presence of retail firms (suppliers of products, services, capital goods);

➤ Employment generation and maintenance.

The typical profile of the smaller distribution firm that the literature describes is that of a firm where ownership, management and entrepreneurship are all in the hands of the same person, that is also the main provider of work.

For this type of firm the main objective is to maintain the market position and firm's size. Thus, the entrepreneur usually is not pursuing a growth, avoids risks and innovation, and organizes the firm by routine activities.

SULTANZADEH, H. (2000) analyzed that age-old traditional weekly markets, which have been in existence even in 21st Century, are the exchanges centers of goods and services, which flow from rural to urban, urban to rural and within the rural areas. The net work system of the market is very large and popular; the partners of this system are producers of agricultural products, traders of various manufacturers, artisans, and service providers, wholesale buyers facilitating agencies like transport organizations, catering agencies, monitoring and supervising organizations, local self government and other agencies. In Assam, more than 80% of population living in rural areas sells their products in nearly weekly markets and therefore weekly market plays a major role in Assam economy.

Mir Saeed Moosavi(2005) Local research, based on scientific methods in the conditions of the present bazaars in the cities which have adopted very little from the western cities and have further preserved the method of their past and their traditional form of economy, will very probably identify the conditions of the bazaars after the 13th (19th Century). The architecture and form of buildings in these bazaars today scarcely go back beyond the 10th/17th Century. Nevertheless, it is certain that the perfected form of the bazaars in the 13th/19th century is the outcome of long and gradual development and evolution over several centuries ago. However, our knowledge of the physical and functional particularities of the bazaars prior to these centuries is very little and depends somewhat on archaeological evidence and a little more on historical and geographical references and literary texts.

I.Ahour(2011) analyzed the ways of preserving the traditional bazaar of Tabriz is to reduce its loads, in this research, a theoretical model for constructing megamalls in the domain of Tabriz city, in order to reduce loads of the traditional bazaar and reduce other problems in the city, has been presented. The model can help to preserve and disseminate the qualities of the traditional bazaar and can also reduce many problems including the fast growing sprawl of the city, slum

dwelling, traffic, air pollution and other issues in the city and the region under its control. This is a step toward sustainable urban development and the model can be generalized to other large cities. By creating megamalls in the city domain with different functions and by using the potentials of Tabriz bazaar in megamalls, the loads of the bazaar can also be transferred to them, so the residents around the city and its surrounding villages can go to megamalls rather than the traditional bazaar and buy what they need for wholesale and retail. Instead of going to the center of the city and adding to traffic load and other problems, the residents of Tabriz can go to megamalls and use their commercial, recreational and cultural facilities, so the bazaar can give services to a smaller area and especially to tourists. On the other hand, in this research, while presenting the solutions, the bazaar has been regarded as a beautiful tourist pole and for attracting tourists. There is a need for basic planning and investment and such large projects can be effective to attract domestic and foreign investors and tourists.

## PURPOSE OF THE STUDY

The purpose of this study is to investigate the impact of shopping malls on local and traditional textile and apparel markets and also to understand the consumer buying behavior towards local apparel markets of Jaipur city.

The textile and apparel segment dominating the retail sector of India with a contribution output of 39% draws attention to bid whether the growth rate being enjoyed by this sector currently is sustainable or not. The study identifies the strength, weakness, opportunities and threats of local apparel market and concludes with specific suggestions for sustainability of local textile and apparel market of just Jaipur city.

This study will fill in the gap in literature review by discussing strategic orientation for local retailers to maximize the favorable force and minimize disfavorable force in Jaipur city.

## OBJECTIVES

The main objectives of the study are:

- ❖ Buying behavior of Consumer towards the apparel and home furnishing in local market.
- ❖ Analysis of strength, weakness, opportunities and threats of the local apparel markets.
- ❖ Influence of shopping mall on the traditional markets or bazaar.
- ❖ Influence of shopping mall on the local retail outlets.
- ❖ Impact of shopping malls upon employment generation and loss of social interest with the emergence of shopping malls in Jaipur city.
- ❖ Suggesting the ways for sustainability of apparel and home furnishing in local market of Jaipur city.

In order to achieve the above objectives the following null hypotheses have been formulated and will be put to test:

- Age group does affect the consumer buying behavior towards the local markets.
- Gender affects the consumer buying behavior towards the local markets.
- The shopping malls are negatively affecting the functioning and sales performance of apparel local markets of Jaipur city.
- Shopping malls are not able to create adequate employment opportunities as compared to local markets.



## **METHODOLOGY**

In the process of achieving the objectives of the study, it is very important to follow a systematic scientific approach so as to present and interpret the results of the study.

### **Work flow diagram of methodology**

## **3.1 Sampling design**

### **3.1.1. Sample Area**

Selection and Description of the Study area

Jaipur, the capital city of Rajasthan is one of the fast growing metropolitan and highly cosmopolitan in nature. People belong to different religions, castes, occupation, cultures and speaking diverse languages. It is the cultural hub of India, with industrial estates and numerous financial and educational institutions contributing in sample measure.

Jaipur, a modern city, is the best example of a multi-ethnic and multi-cultural society with an ever-expanding economy. Being the state capital city, it has an affluent population comprising a mix from across the state. Jaipur is among the highest in the state in terms of size and socio-economic profile and it's steadily increasing quality of life, a booming economy and consumer market makes it one of the hottest destinations for Retail segment.

With mall culture on boom and improvement in infrastructural facilities Jaipur is surely going to be one of the hot investment destinations in the Rajasthan- Delhi-Haryana-Uttar Pradesh belt.

Jaipur will be selected as the study area as this city is the hub of retail revolution and have different retail chains operating from a long period of time. Also many new retail chains have opened their outlets recently in the city and many retail chains have made Jaipur as their focal point of their managerial operations

Favorable demographic and psychographic changes relating to the consumer class exposure, availability of quality retail space, wider availability of products and brand communication, increasing shopping malls compare to other cities of Rajasthan.



To fulfill the objectives of the study, jaipur city will be divided into four zones- north, south, east, and west.

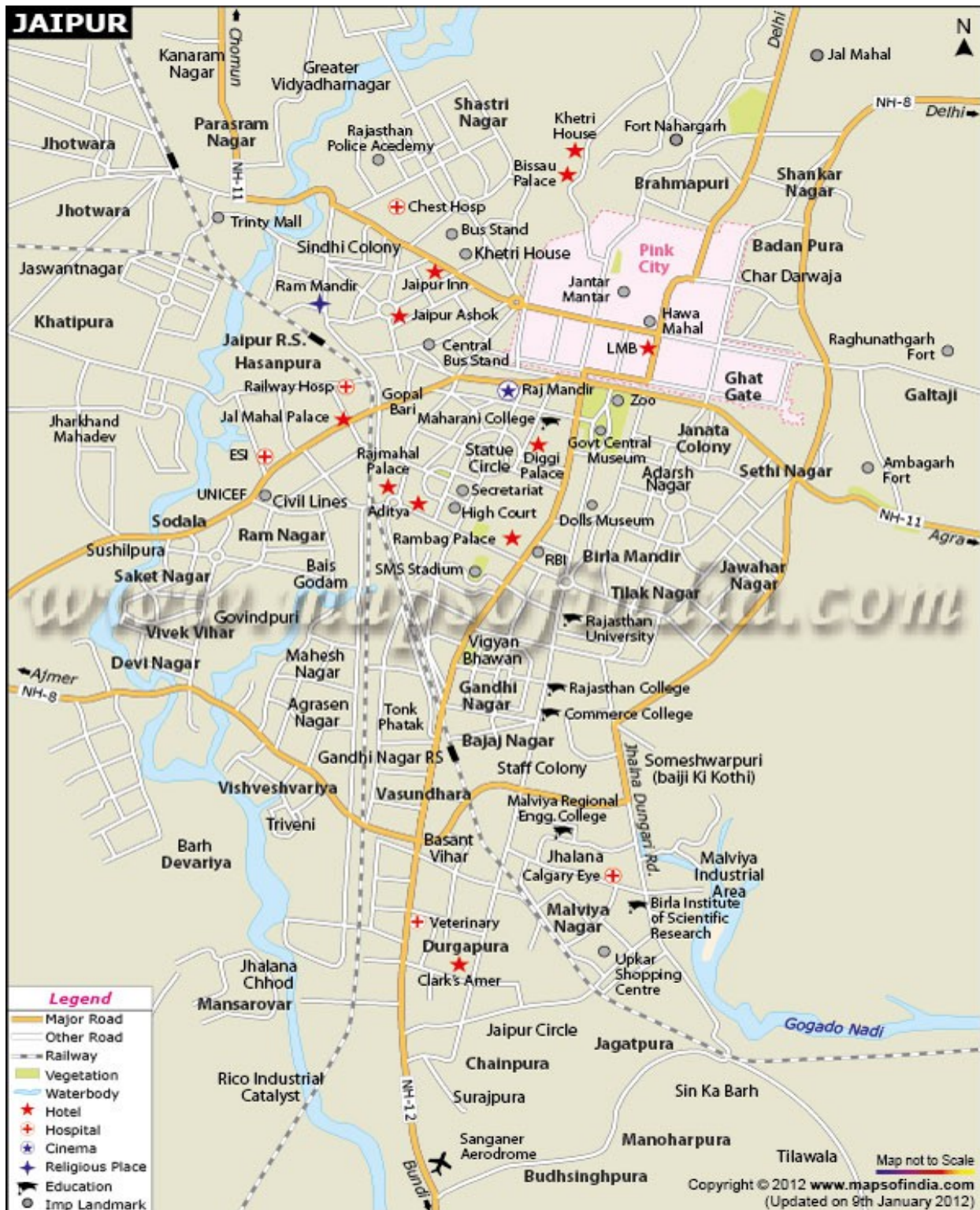


Table 1: Description on the Basis of Area

<b>Zones</b>	<b>No. of Consumers</b>	<b>Shopping malls</b>	<b>Local markets</b>
North	120	Ganpati Plaza, Mall 21	Khazanewalon ka Rasta
South	120	Gaurav Tower, Crystal Court	Sanganer
East	120	Crystal Palm, Triton Mall	Hawa Mahal, Johari bazaar
West	120	Saraogi Mansion, Pink Square	Market of Sodala
Total	480	8 shopping malls	4 local markets

### **3.1.2 Sample Method**

To fulfill the objectives related to the consumers and retail outlet operations of the study, a simple random sampling technique will be used.

A random sample is one chosen by a method involving an unpredictable component. Random sampling can also refer to taking a number of independent observations from the same probability distribution.

A simple random sample will be selected so that all samples of the same size have an equal chance of being selected from the population.

### **3.1.3 Sample Frame**

To study the consumers' perception about the shopping malls and local market of Jaipur city, equal number of consumers will be selected from both shopping malls as well as local markets at Jaipur city.

To study the influence of shopping malls on local market of Jaipur city, equal number of shopping mall and local market retailers will be selected. The study will be conducted to analysis the both perception of local or traditional retailers about the shopping malls as well as the strength, weakness, opportunities and threats of apparel local market or bazaars of Jaipur city.

### **3.1.4 Sample size**

To study factors influencing the consumer buying behavior towards apparel products in these retail outlets, the sample size of consumers visiting these outlets will be 240 each from both shopping malls and traditional accounting totally 480 sample size. The sample units of shopping

mall and local markets will further divided into two parts which are based on the aspect of age group like 21-40 years, 41-60 years.

The reason behind selecting the age group of 21-40 years, 41-60 years , that they are most aware and usually go to shopping malls and local markets with in short span of time. Each age group encompasses the sample unit of 120 which further classified into equal number of each gender (male-60, female-60).

#### **Flow chart of consumers' sample size distribution**

To study the perception of local or traditional retailers about the shopping malls and analysis the strength, weakness, opportunities and threats of apparel local market or bazaars of Jaipur city. The selection of apparel retail outlet will be 100 each for both shopping malls and traditional retailers accounting totally 200 sample sizes. On the basis of four zones of Jaipur city, the sample units (100 retailers) will be divided equally.

#### **Flow chart of retailers' sample size distribution**

### **Pilot study**

A trial study carried out before a research design is finalized to assist in defining the research question or to test the feasibility, reliability and validity of the proposed study design.

The selection of sample size will be 10 % of total sample size of both consumers and retailers.

#### **Flow chart of sample size distribution of consumers for pilot study**

#### **Flow chart of sample size distribution of retailers for pilot study**

### **3.2 Data collection technique**

The primary data will be gathered by administering a structured questionnaire with 480 consumers and 200 retailers in 4 local markets and 8 shopping malls located in Jaipur city.

To determine the effectiveness of survey questionnaire, it is necessary to pretest it before actually using it. Pretesting can help to determine the strengths and weaknesses of your survey concerning question format, wording and order.

### 3.2.1 Self administered questionnaire cum interview schedule for consumers

The self-administered questionnaire is a questionnaire that a respondent completes on his/her own, either on paper or via computer. Self-administered questionnaires offer researchers the potential to reach a large number of potential respondents in a variety of locations.

#### **Advantages**

- Questionnaires can be distributed to a large number of people, increasing the odds for a greater number of respondents
- Lower costs than interviewing
- Reduced interviewer bias
- “Social desirability” answers may be less of an issue

#### **Variables**

- Criteria for choosing between the malls and local market.
- Frequency of shopping
- Purpose of shopping
- Location and price factor
- Future shopping preferences

### 3.2.2 Interview schedule for retailers

The interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. To study the retailers of both shopping malls as well as local markets we will use direct personal interview schedule, to collect the information personally from the sources concerned.

To measure the perception of the local retailers towards the shopping malls, questionnaire will be developed on following variables:

- Competition level
- Profit and sales volume
- Negative and positive impact
- Ways of marketing
- Change in strategy



- Violation of socio-cultural values
- Improvement of customer service
- Replacement of local retailers
- Employment opportunity

### 3.2.3 **Date collection process**

## 3.3 **Processing and Analysis of Data**

### **3.3.1 Processing of data**

In order to analyze the objectives of the study, the collected data will be subjected to analysis through appropriate techniques as follows:

- **Coding**

Coding is an interpretive technique that both organizes the data and provides a means to introduce the interpretations of it into certain quantitative methods. Most coding requires the analyst to read the data and demarcate segments within it. Each segment is labeled with a “code” – usually a word or short phrase that suggests how the associated data segments inform the research objectives. When coding is complete, the analyst prepares reports via a mix of: summarizing the prevalence of codes, discussing similarities and differences in related codes across distinct original sources/contexts, or comparing the relationship between one or more codes.

- **Tabular Analysis**

The collected data will be presented in tabular form to facilitate easy comparisons. The consumer buying behavior towards apparel local market, perception of local retailers about the shopping malls and analysis the strength, weakness, opportunities and threats of apparel local market in retail outlets will be presented in the form of tabular analysis. The data will be summarized with the help of statistical tools like averages and percentages to obtain meaningful inferences.

### **3.3.2 Implications of the study**

- This research will be potential for the sustainability of local and traditional apparel market of Jaipur.
- This research will be beneficial to understand the strength, weakness, opportunities and threats of the apparel and home furnishing in local and traditional markets.
- This research will be beneficial for apparel and home furnishing in local market to improve their marketability, profitability and image of their products.
- This study will also help to know the opportunities of the employment in both shopping malls and local market.

### **Limitations of the study**

- This study is limited only to Jaipur city in Rajasthan.
- This study is limited only to apparel and home furnishing (bed linens, table linens and furnishings) market sector of Jaipur city.
- This study is limited to adults of age group of 18 to 57 and above.
- This study is limited to those consumers who go to malls and local market for the purchase of apparel and home furnishings.

## Reference

- Ackerman, D. and Tellis, G. (2001). Can culture affect prices? A cross-culture study of shopping and retail prices. *Journal of retailing*, 77 (1), 57-8226
- Agarwal Vaishali and Mishra Sanjay, (2008). Role of retailers in reducing inventory and improving customer satisfaction: an empirical study of consumer durables. *Indian Journal of Marketing*, September, pp-36-43
- Baseer Amatul and G. Laxmi Prabha, (2007). Prospects and problems of Indian retailing. *Indian Journal of Marketing* October, pp-26-28
- Broadbridge A, Eric C (2002). Rural grocery shoppers: do their attitudes reflect their actions. *Int. J. Retail Distrib. Manag.* 30(8): 394-406.
- Bass, L.E (2000). Enlarging the street and negotiating the curb: public space at the edge of an Africa market. *International Journal of Sociology and Social Policy*,20 (1), 74-95
- D 'Andrea G, Ring L J, Aleman B L, and Stengel A (2006). Breaking the myths on emerging consumers in retailing. *International Journal of Retail and Distribution Management*, 34 (9), 674-687

- Emslie L, Bent R and Seamen C. (2007). Missed opportunities? Reaching the ethnic consumer market, *International Journal of Consumer Studies*, 31 (2), 168-173
- Gupta, M. (2004). Brand Position of General Store from Consumer's Perspective- A comparative Study on Departmental Store and Traditional Shop. Proceedings of Conference on IPR , Thapar University, Patiala, March 25-26, 2004.
- Goyal, B. & Aggarwal, M. (2009). Organized retailing in India- An empirical study of appropriate formats and expected trends. *Global journal of Business Research*, 3(2), pp 77-83.
- Gupta C. P., Agarwal Rajeev and Sinha Madhulika. (2008). Organized retailing and its effect on the consumer buying behavior with special reference to Agra city. *Journal of Marketing and Communication* (may-august) vol-4 issue-1, pp-80-88.
- Halepete, J., Seshadri, K.V. & Park, S.C. (2008). Wal-Mart in India: a success or failure? *International Journal of Retail and Distribution Management*, 36(9), pp 701-713.
- Home N. (2002). Rural consumers' patronage behaviour in Finland. *Int. Rev. Retail, Distrib. Consum. Res.*, 149–164.
- India Retail Report (2009). The India Retail Story. [www.indiaretailing.com/india-retailreport-2009-detailed-summary.pdf](http://www.indiaretailing.com/india-retailreport-2009-detailed-summary.pdf), retrieved during August 2011
- India retail report (2011). SWOT Analysis. Business Monitor International Ltd, pp 7-9.
- Johnson K.P, Kim J.Y, Jongeun R, Sharron L, Cynthia J, Mary L.D. (2006). Multi-channel shopping: channel use among rural shoppers. *Int. J. Retail Distrib. Manag.*, 34(6): 453-466
- Kumar S. Ramesh (2004). Consumer behavior and retailing decisions. *Journal of Marketing and Communication* (may-august) vol-2 issue-1, pp-80-88.
- Liewellyn N and Burrow R (2008). Streetwise sales and the social order of city streets, *The British journals of sociology*, 59 (3), 561-583
- Lahiri. Isita and Samanta. P. (2010). Factors influencing purchase of apparel from organized retail outlets. *The IUP Journals of Marketing Management*, Vol. IX, 1& 2 , 73-85.
- McBride J B and Gillespie K. (2000). Consumer innovativeness among street vendors in Mexico city, *Latin America Business Review*,1(3), 71-94

- Powe N A (2006). Understanding urban attitudes towards country towns: considering their potential as visitor attractions, *Journal of retail and leisure property*, 5 (4), 255-269
- Ramanathan. V and Hari K. (2008). Structural changes in Indian retail market: from unorganized to organized. *Indian journal of marketing*, December, pp-34-40
- Ramanathan. V and Hari K. (2011). A study on Consumer Perception About Organized Vs Unorganized Retailers at Kanchipuram, Tamil Nadu, *Indian journal of marketing*, December, 11-23.
- Rogers M. J (1988). Expenditures of rural and urban consumers. *Monthly Labor Rev.*, 41
- Rajagopal (2006). Leisure shopping behavior and recreational retailing: a symbiotic analysis of marketplace strategy and consumer response. *Journal of Hospitality and leisure marketing*, 15 (2), 5-31
- Rajagopal (2007). Stimulating retail sales and upholding customer value. *Journal of retail and leisure property*, 6 (2), 117-135
- Rajagopal (2009), Growing shopping malls and behavior of urban consumers. *Journal of Retail and Leisure Property*, 6 (2) 99-118
- Singh R K and Tripathi A P (2008). Diagnosing Impact of Malls on Small Shops-A study of Delhi and NCR. *Delhi Business Review*, Vol.9, No. 1, January – June, 77-84.
- Rheinlander T, Olsen, M, Bakang, J A, Takyi H, Konradsen F, and Samuelsen, H (2008). Keeping up appearances: perceptions of street food safety in urban Kumasi, Ghana. *Journal of urban health*, 85(6), 952-964
- Sandeep .R and Roy S. (2007). Opportunity in Indian Retail, *Delhi Business Review*, Vol.7, No.3. pp 67-72.
- Singh Reetesh and Tripathi Aditya. (2008). Diagnosing impact of malls on small shops” a study of Delhi. *Delhi business review*, volume-9, no-1 (January-june), pp-77-84
- Sproles G B, Kendall E L (1986). A methodology for profiling consumer decision-making styles. *Journals of Consumers Affair* 20: 267-279
- Sproles E K, Sproles G B (1990). Consumer decision-making styles as a function of individual learning styles. *Journals of Consumers Affair* 24: 134-147
- Sullivan P, Ronald S (1997). Store patronage and lifestyle factors: implications for rural grocery retailers. *International Journals of Retail Distrib. Manag.*, 25(11): 351–364

- Sultanzadeh H (2006). A Reflection of Traditions in Iranian Contemporary Architecture, Phd Thesis, Tehran, Science and Research Branch.
- Sun T, Guohua Wu (2004). Consumption patterns of Chinese urban and rural consumers. *J. Consum. Mark.*, 21(4): 245- 257
- Satish, D. & Raju, V. (2010). The Growth of Indian Retail Industry. *Advances in Management*, 3(7), pp 15-19.
- Swar Biranchi Narayan. (2007). Challenges and opportunities of organized retailing in India” \_*Journal of marketing and communication*, Sep-Dec, vol-3, issue-2, pp-41-49
- Shukla, A & Jain, V. 2007, Paradigm shift of Indian Retailing: A Global Perspective. *Journal of IMS Group*, 4(2), pp 29-36.
- Thang, D.C.L. & Tan, B.L.B. (2003). Linking consumer perception to preference of retail stores: An empirical assessment of the multi-attributes of store image. *Journal of Retailing and Consumer Services*, 10(4), pp 193-200.
- Talpade, Salil, Haynes, Joel (1997). Consumer shopping behavior in malls with large scale entertainment centers.
- Tusharinani (2007). Retail Blast: The Retail Trade Industry Might just be the Country’s Next Economic Growth Driver. *Philippine Business*, September 2. Archives/Magazine/vol9-2002, pp 9-2
- Venkateswarlu, H and Ranjani C.V. (2007). Small Vs Mall. *Indian journal of marketing*, October,pp-29-33
- Zukin S and Kosta E (2004). Boride off-Broadway: managing distinction on a shopping block in the east village. *City and ommunity*, 3 (2), 101-114