

The Emerging Trend of Mall in Nagpur City and Its Impact on Small Traders and Consumers

SUMMERY

There is no doubt the world is changing and consumer behavior is evolving faster than what would have normally expected. Consumers and producers are brought together electronically in ways we have never before experienced. One of the most exciting aspects of the new digital world is that consumers can interact directly with other people who live around the block or around the people.

1. IMPACTS OF CORPORATE ENTRY

1.1 Socio Economic Impact

Livelihood of millions of small and big shopkeepers will be uprooted to setup the chain of corporation owned retail. After farming, retailing is India's major occupation. According to Census 2001, there were 269 lakh main and 24 lakh marginal workers in wholesale and retail trade. Nearly 3 crore people depends on trade. 1.1 crore in urban and 1.9 crore in rural areas. The growth of corporate retail will take place by destroying the self-organised small retail in India.

Benefits of Mall culture to consumer and society can be summarized as,

1. Beautiful interiors with entertainment facility
2. Extremely pleasing ambience
3. Mall offers you much more than just shopping
4. Huge gaming zone where kids can utilize the time at the optimum
5. Malls are always being constructed at prime location and in high profile areas. The changing trend, convenience of shopping, getting variety of items under one roof attracts and induces people of all age group to frequently visit malls.
6. Generates employment opportunities, direct, for thousands of people.

2. Effects of Malls Culture in India

- 2.1 All-in-one stores. With everything from groceries and vegetables to footwear, clothes, cosmetics, furnishing and electrical items available, under one roof, a growing middle class with higher disposable incomes is heading for the malls in droves.
- 2.2 For some, it is a way to chill out in movies and food in the added comfort of a fully air-conditioned space. “In short, it is a living room for most of them.”
- 2.3 Foreign mall operators cannot enter India as foreign companies are not allowed to own real estate in India. Companies like Nike, McDonalds and Reebok sell at mall outlets through their Indian subsidiaries or franchisees. McDonalds, for example, has appointed two master franchisees in India, and these in turn have appointed numerous sub-franchisees in India, and these in turn have appointed numerous sub-franchisees all over the country. A sub-franchisee, therefore, could open a McDonald’s outlet either as a stand-alone store or as one of the many stores in a mall.

3. Effects of the malls on the society:

For the some it is just a place for meeting and some are freak out for window shooing.

- Shoppers spend a lot of time and not money here as a result the profit is beginning to fall.
- Large number of people roams there aimlessly. For the big buyers the consumer prefers the traditional market where they can bargain.

4. CONCLUSIONS FROM THE SURVEY OF RETAILERS

4.1 The monthly income is recorded here. The garment sellers earn highest average amongst all categories. The lowest is of the grocery vendor. All retailers in average earn Rs.27,600 per month.

4.2 The new economic world anticipates international and global markets to flourish and augment. The ratio of retailers selling foreign products to that

of domestic products. This could be regarded as considerable number in view of the geographical and economic surrounding of the Nagpur city. This may also be taken as advent of globalization of markets. The garment market is totally local.

4.3 Within the different types Electronics and Electrical vendors with of 9 vendors 8 (89%) selling foreign products stand out distinctly. The electronic goods because of the components and technological inputs require this. Amongst other types incidence of foreign products is higher in case of fruit vendors (50%)

4.4 The retailers obtain the stock either monthly, weekly or after finishing the existing stock. The general practice seems to be monthly ordering of inventory (54%)

5. CONCLUSIONS FROM THE SURVEY OF CONSUMERS

5.1 The consumers are purchasing their essential goods by cash, as now a day purchases on credit basis are less. 52% consumers are purchasing by cash as compare to the 8% on the credit. Some times the consumers may be using both means for purchasing which may be depending on the time of the month.

5.2 Consumers are prefer to purchase by cash as there is a price difference in cash and cedit purchases. 63% consumers experiences that there is difference in price between cash purchasa and credit purchase but 37% customers refuses that there is any difference.

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