

# “CHALLENGES FROM UPCOMING MALL TO SMALL RETAILERS IN DEHRADUN”

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## **ABSTRACT**

The study has been done in dehradun city by examined the challenges from upcoming mall to small retailers in dehradun. By doing this study it was found that there is a impact on small retailers from shopping malls. In todays world the lifestyle of people has been changed and securities and services matter a lot to customers. Small retailers are facing challenges its because they do not have a huge space in their store and are not upgrading their services as per time.

The data has been collected from the respondents with the help of questionnaire applying test hypothesis after knowing their opinions towards shopping malls. The purpose of this research was to find to know the impact of shopping malls on the sales and profit volume of small retailers, to know the impact of shopping malls on the customer base of small retailers and To identify the reasons of impact of shopping malls over small retailers.

## **INTRODUCTION**

As we all know that today the lifestyles of people have been changed and continuously changing day by day. Because today's generation of consumers have changed the way of shopping. They don't feel like searching for their product on unorganized retail store. For them, shopping is just not a mere necessity as it was in a earliest time. So nowadays people prefer to visit shopping malls rather than wasting times at unorganized retail shops.

Shopping mall is the only the place from where one can get everything he/she needs. People don't need to roam around here and there to wasting their time one place to another place if they can get their products under one roof. Shopping mall is a building which consist so many shops representing trade persons interconnecting walkways facilitating people to walk one section to another section. Shopping mall is very convenient and organized place where people don't need to ask anyone about anything because brands name and shops name is mentioned on the front side of every shop. In shopping mall people like to spend more and more time just because of the ambience and presentation of every shop.

A shopping mall can be defined as cluster or group of different stores offering various brands, products or services at one place. A mall has many shops and companies can lease/buy these shops for setting up their own stores. These days' malls are present in almost every major city in the world and offering all kind of products and services like clothing, restaurants, forex services, groceries, movie theatres etc.

Visiting a malls and walking around the malls is one of the emerging specialty of modern day life. Spending time in mall is the best tool of stress reliever. The services and features available in malls can change negative thoughts into positive ones and boring people into good ones. When anyone is going through some nasty timethen visiting a mall may be the easiest and relaxing experience. In malls, people forget about their worries and indulge in amusement and shopping bargain. There are plenty of things in a mall. One can play in arcades, watch movies, eat best of the food, and stroll around the shops after shopping and eating. Today's most modern shopping malls provide information kiosks, laundry services, public restrooms, gift wrapping services, tours and travel booking counters and supervised childcare besides traditional means of shopping and leisure. All these avenues accessible to visitors are basically the various components of a mall.

### Literature Review

**Dawson, (1988)** The unorganized retail sector are facing increased pressure from the organized retailers, super stores. Moreover the income and lifestyle of people has changed so have retailers and shopping habits of consumers also changed enormously.

**Loudon and Della (1993)**<sup>10</sup> studied that the function of various variables involve the customer's intention for their store choices. They demonstrated that component like design of the store, employees, advertising and sales promotion, merchandise assortment, physical facilities, customer services have great impact on the store choice.

**David Gilbert (2003)**<sup>7</sup> in his book Retail Marketing Management, has recognized the causesof growth of modern retailing. According to him new kind of retailing focus on the needs of each consumer segment. .This results in the development of more consumer neighborly environment.

**Mehta (2006)** in her study identified the expectations of people of Ludhiana, India, towards overall shopping experience and entertainment towards shopping malls. She found that customers don't just buy aitemsin a mall, they actually purchase an experience. On being asked to customers about the rank related to features available in the mall that would attract the customers, people gave the following ranking as per their preference: shopping experience, eating joints, entertainment level, apparel section, jewellery, music / books section, reasonable prices, decoration items and beauty parlors, salons. She gave some suggestions to make the mall more appealing to the customers like free parking for the customers.Malls

provides parking cards to regular customers, which ensures free of cost parking. Malls with PVR multiplex should offer “weekend specials” to their customers like classics, movies for children, etc.

**AsifZameer (2007)** in his paper has cleared MALL MANAGEMENT and has concluded that Mall Management has emerged as the single most differentiating factor in today’s scenario where the numbers of malls are multiplying. Shopping malls need to differentiate themselves in a way of emerging winner and this positioning is ascertained through mall-management. Mall-management is all about dissociating mall from the rest, getting utmost footfalls, making the footfalls ready to purchase and retaining the footfalls and the leaseholder happy and satisfied.

**Hamil and Dr. X. Antony Thanaraj (2011)**<sup>1</sup> in their study “Impact of Shopping malls on Small retailers in Indian Suburb” aimed at knowing the impact of shopping malls on the sales and profit volume of small retailers. The second objective of the study is to find out the impact of shopping malls on employment opportunities in unorganized retail sector. The present study notify that shopping malls imposed an adverse impact on unorganized retail store of various formats in targeted Indian residential area. Moreover, due to the growth of shopping mall employment is getting loss in the small retail ventures. As per small retailer’s opinions also identifies that shopping malls is the main reason behind reducing sustainability of unorganized retail sector.

## OBJECTIVES OF RESEARCH

- To know the impact of shopping malls on the sales and profit volume of small retailers.
- To know the impact of shopping malls on the customer base of small retailers.
- To identify the reasons of impact of shopping malls over small retailers

## RESEARCH METHODOLOGY

### Research Design :Descriptive research

**Descriptive research** includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the present situation or state. In this particular research quantitative approach has been used and the primary data was gathered through structured questionnaire. Convenience sampling is used and 50 responses were collected and utilized for the study in concern. The sample was collected from the Dehradun city. The data gathered from the respondents were put in the SPSS to analyze the various factor and dependability of the variables. Mean, Standard deviation and one Anova test are used in this study.

**Convenience Sampling** is used as it attempts to obtain a sample of convenient elements and respondents are selected because they happen to be in the right place at the right time.

## Data Analysis and Discussion

### 4.1 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

**Table 4.1.1 Gender wise classification**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	26	52.0	52.0	52.0
	Female	24	48.0	48.0	100.0
	Total	50	100.0	100.0	

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson	
					R Square Change	F Change	df1	df2		Sig. F Change
1	.302 <sup>a</sup>	.091	-.061	1.529	.091	.600	7	42	.752	1.221

a. Predictors: (Constant), Only high income-group can afford purchasing products at malls, You have to find out new strategies to increase the Rate of Return out of your business, Reduced in number of your customer's purchases, Only high-value of the products are available at malls, Decline of Income generation, Level of competition has highly increased, Lead to decline of your overall Sales

b. Dependent Variable: Income wise classification

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.818	7	1.403	.600	.752 <sup>b</sup>
	Residual	98.182	42	2.338		
	Total	108.000	49			

a. Dependent Variable: Income wise classification

b. Predictors: (Constant), Only high income-group can afford purchasing products at malls, You have to find out new strategies to increase the Rate of Return out of your business, Reduced in number of your customer's purchases, Only high-value of the products are available at malls, Decline of Income generation, Level of competition has highly increased, Lead to decline of your overall Sales

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	2.936	1.188		2.471	.018	.538	5.334		
Reduced in number of your customer's purchases	-.309	.279	-.207	-	.275	1.107	-1.107	.254	.621 1.610
Lead to decline of your overall Sales	.421	.287	.274	1.467	.150		-.158	.999	.619 1.617
Decline of Income generation	.162	.256	.100	.633	.530		-.354	.677	.867 1.153
You have to find out new strategies to increase the Rate of Return out of your business	.222	.222	.152	1.000	.323		-.226	.670	.942 1.062
Level of competition has highly increased	.092	.201	.076	.460	.648		-.312	.497	.787 1.270
Only high-value of the products are available at malls	-.038	.202	-.030	-.190	.850		-.445	.369	.878 1.139
Only high income-group can afford purchasing products at malls	.159	.205	.120	.775	.443		-.255	.573	.906 1.104

a. Dependent Variable: Income wise classification

**Measures of Association**

	Eta	Eta Squared
Income wise classification * Decline of Income generation	.171	.029

**Income wise classification \* You have to find out new strategies to increase the Rate of Return out of your business**

**Report**

Income wise classification

You have to find out new strategies to increase the Rate of Return out of your business	Mean	N	Std. Deviation
Strongly Agree	5.22	9	1.093
Agree	4.11	18	1.605
Neutral	5.12	17	1.453
Disagree	5.00	4	1.414
Strongly Disagree	6.00	2	.000
Total	4.80	50	1.485

## CONCLUSION

It is found that small retailers are suffering a lot from shopping malls in dehradun. People prefer to do shopping from malls rather than small shops which impose high prices on customer buying. Small retailers are losing their sales and profits since shopping malls introduced itself in the market place. Because its all depend upon consumer what they want to buy and from where they want to buy. Earlier they did not have any option so ultimately they used to do shopping from small retailers and Small retailers have their own price on every items which are being sold to the customers. Even if consumers are buying their products from small retailers still they are not able to complete their shopping. So that is why now shopping mall is a threat and challenge for small retailers because consumers can buy everything they need under one roof and people like to visit shopping malls on a regular basis in Dehradun, specially on weekend. People go out for shopping in shopping malls like Pacific Mall, Times Square Mall, Crossroads Mall.

A shopping mall is a group of retail stores planned and designed for the site on which they are built. In a mall, shops are categorized according to their specification and what kind of products they are selling. It is very easy for people to buy stuff from shopping mall and customers do not need to do negotiation while purchasing because they have price tag on every single products.

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