



PRINCIPAL INVESTIGATOR

PROF. GEETHA.A

ASSISTANT PROFESSOR.

DEPARTMENT OF COMMERCE AND MANAGEMENT,
GOVERNMENT FIRST GRADE COLLEGE, VIJAYANAGAR,
BANGALORE -5 60104.

**ABSTRACT OF MINOR RESEARCH PROJECT "STUDY ON ORGANISED RETAILING IN
BANGALORE-A CASE STUDY WITH SELECTED HYPER MARKETS".**

ABSTRACT:

Retailing in India is growing at a faster rate. According to industry estimates, the industry is set to grow from \$330 billion in 2007 to \$427 billion by the end of 2015 and further to \$ 637 billion by the end of 2020. The share of modern retail is predicted to increase to 22% by the end of 2015. The number of malls in India which is at present 300 is expected to increase to 22% by 2015. The mall space is expected to touch 90million sq.ft, By the end of 2015. The mall occupation in Bangalore is 2093000sq.ft and vacancy rate is only 6%. Bangalore has become a cosmopolitan city attracting people and business alike, within and across nations. The city's free lined trees, numerous parks and abundant greenery have led to it being called the 'garden city' in India. It has also been identified as the nations 'silicon valley' and it is one of the technological achievement index (TAI) of 13 according to Human Index Development Report .Further, with all hype about IT and IT based industries Bangalore also houses numerous other

leading commercial and educational Institutions and industries like textiles, aviation, space, biotechnology, etc. As a consequence of growth in the last decade there has been a tremendous pressure on infrastructures and resources, like water supply, energy, public transportation, land provision of food and retailing. The local body and other parastatal agencies responsible for delivery of basic services are facing stiff challenges in meeting to this demand.

The IT Work force constitutes 30% of the Indian total workforce and a personal disposable income greater than the Indian city average. Further investment in industries, infrastructural and other services have significantly increased purchasing power of the people and have nurtured real estate with consequence land market dynamics, apart from creating much secondary employment in services. Bengaluru is the center to numerous high-tech knowledge hubs from the establishment of many global popular premier centres. Bengaluru have now numerous malls and multiplexes that are swarmed during weekends. Hyper malls have been established and global players have already started negotiations to establish global popular hyper malls in order to take the advantage of global popular growing Bengaluru.

The development of Bangalore is not only influenced only by IT-based industries but also influenced by textiles, automobile, machine tools, aviation, space, defense and biotechnology based industries. In addition to this numerous services, trade and banking activities mark the city's economic landscape.

The last few years saw tremendous growth in the retail sector on account of changing consumer profile and demographic include in the number of international brands, increasing urbanization, credit availability, change in the style of living, change in the standard of living, increase in investment in technology and ready to dispose personal hard earned income have made the retailers to open hyper malls in order to en-cash the situation. Further, the growing middle class people with varied income raised consumer's aspiration for global style due to media exposure. The growth in Bengaluru was partly a reflection of the impressive Indian economic growth overall raise in income levels of consumers. Even the introduction of value added tax in April 2005, has not severely impacted consumer demand for the retail goods.

Greater exposure to western products and life styles has helped drive consumerism. The population of Bengaluru touched 8.4 million as per population senses 2011. Heavy migration, employment opportunities, effects of privatization, double income are some of the strong drives of growth in retail business. Innumerable malls have been established in order to satisfy the needs of Bengaluru. It is astonishing to say Bengaluru is growing beyond once imagination. The lovely weather, peace liking people, education and business centre etc have made Bengaluru a popular city in the entire Asia. Nair (2005) has exemplified Bengaluru as the 'Promise of the Metropolis' while illustrating the urban fabric of Bengaluru over the last century. The physical growth of the city has been phenomenal over the last few years and the glaring evidence of this is increased travel time and real time prices. Urban activities require the support of infrastructure. Urban structure can be divided into social and economic activities. Social infrastructures encompasses facilities like health care, education, housing, commercial, (shops, markets and hotels), sports, recreation and entertainment. One shop per 100 people at present is found in Bengaluru (Heitzman, J 2004). The provision of maintenance of primary health care, elementary education, sports recreation and entertainment are administered by the corporation and BBMP looks after social infrastructure like shopping complexes with provisions for private participations. These driving factors focus the researchers to study the mall culture, frequency of visit, amount of purchase etc. Against this background an attempt is made to study how the emerging malls at Bangalore are going to be helpful in satisfying their needs.

1. Nair.J(2005). Bengaluru. The promise of Metropolis, oxford.
2. Heitzman, J.(2005). Planning for an Information Society. Bengaluru City. Oxford.