Effect on Retail Trade of Shopping Mall and Online Trade in Gujarat

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Abstract: This article is about the effects of shopping malls on retails in Gujarat. In which online shopping, shopping malls, retailers etc. are discussed in detail. Shopping malls are developing in Gujarat due to the development of big cities. Now on the day the internet is grabbing the attention of the retail market. The study focuses on consumer choice to shop online and in retail stores. The internet makes life very simple and creative.

Key Words: Consumer, Shopping Mall, Offline Shopping, Online Shopping, Internet, price, electronic commerce, products, retailers, impact, retail Sector, Technology.

1. INTRODUCTION:

Gujarat shopping malls are growing rapidly and becoming more and more popular due to all the elderly customers in metro as well as big cities. The malls are located in the heart of the city or in a crowded area where the public can visit the malls frequently and comfortably with the help of their own vehicle, public transportation, rickshaw or their cars. These malls are very successful in attracting customers through its attractive marketing strategy such as technical and profitable entrance, advertising, promotion policy, internal display of the store, availability of a variety of products, branded goods and entertainment facilities.

Growth in technology provides good opportunities for the seller to reach the customer in a faster, easier and economical manner. Online shopping has emerged very soon from the last few years. Now on the day the internet is grabbing the attention of the retail market. The invention of the Internet has created a new system for shopping more than the traditional, in 2016; total retail sales worldwide will reach $ 22.049 trillion, up 6.0% from the previous year. E-Marketer estimates that sales will reach $ 27 trillion in 2020. Many customers are going to buy retail outlets to buy the product and own the product. Some go shopping offline, others online and many alike go shopping. The study focuses on consumer choice to shop online and in retail stores. However, online shopping is much easier and faster for people and lower price than shopping outside internet. While making any purchasing decision, the consumer must know the method of purchasing whether it is online shopping or offline shopping. The consumer should select the appropriate channel for them that best suits their needs and needs and which can satisfy them. In this competitive world, how the consumer can decide which channel to buy the goods is very important because it plays a very important role in the economic context.

2. Introduction of Shopping Mall:

A Shopping center is a modern term, mainly North America, a term referring to a form of shopping district or mall where one or more buildings form a complex of stores with interconnected aisles, usually indoors. In 2017, malls accounted for 8% of retail space in the United States.

Jumping lanes is a type of shopping area that was developed earlier in which a single owner does not have connected lanes and may be outdoor or covered with a porch. Many of the early shopping arcades, such as the Burlington Arcade in London, the Galleria Vittoria Emmanuelle II in Milan, and several arcades in Paris, are still famous and are still in circulation. However, many small arcades have been demolished and replaced with large malls or malls, often accessible mainly by vehicles.

Technical innovations such as electric lighting and escalators were introduced from the late nineteen century. Since the late twentieth century, it began adding entertainment venues such as cinemas and restaurants. As a single built structure, early shopping centers were often architecturally important constructions, enabling wealthy patrons to purchase merchandise in spaces protected from the weather.

3. Introduction of Online Shopping:

Online shopping is a form of e-commerce that allows consumers to purchase goods or services directly from a seller over the Internet using a web browser. Consumers can visit various websites through the search engine and
purchase the products that interest them without much delay and they can easily access various websites through computers, laptops, tablets and smart phones. Through various distribution channels. Home shop 18, Flipchart, Snap deal, Jabbing, Mantra these are some of the currently leading online shopping sites in Gujarat. The internet makes life very simple and creative. People conduct business online and trading activities are much faster and easier with the help of the Internet. Website has become the important medium for all internet businesses and showcasing their products and services; it also brings all competitors together in one place. Retail is the process of selling goods and services to customers through some distribution channel. Retail outlets will start in stores that will be located in one particular location in which they operate by selling a large variety of goods and services to a large number of customers. They may be small or large galleries dealing with the same line of operations. There are different types of retail stores, for example, supermarkets, discount stores, supermarkets, Kirana store, organized malls, and unorganized malls. Ecommerce sales last year were around $ 16 billion; by 2020, according to Morgan Stanley, the online retail market could be seven times bigger. These sales in Gujarat are expected to grow faster than any other market. This has attracted a deluge of investment in e-commerce companies, the effect of which may go beyond just displacing retail off the Internet.

4. Effect of the growth in online shopping on shopping malls:

Online shopping has progressively performed well in different product categories like entertainment and media categories like music and books. Consequently, this achievement transcended these common groups. In the contemporary American market, online shopping platforms offer a variety of products traditionally purchased from shopping stores? Since then, various easy return policies aimed at attracting more online shoppers have made shopping online easy, cheap and risk-free compared to the previous year, which has resulted in more customers converting to purchase from them. For different categories of consumers, for example clothes, shopping online have huge advantages compared to malls. These advantages have made online shopping more popular than ever. The clothing category is one of the largest categories of the e-commerce market. The success of many startups such as Boobos, Wary Parker and Casper in different product categories such as clothing, eyewear and beds respectively has prompted physical malls to strive to offer similar provisions as online shopping platforms. However, this is a challenge for the malls due to the additional expenses they incur such as the rent that online shopping platforms do not incur. The various affordability of online shopping centers, which has contributed to its success at the expense of malls, includes various applications and mobile wallets and the growth and development of smart phones.

5. Introduction of Retailer:

To better understand the role and importance of retail coordination in the economy, let's first try to understand what retail actually is? How does it differ from the wholesale trade? Retailing consists of selling goods from a permanent location (a retail store) in small quantities directly to the consumers. These consumers may be individual or corporate buyers. In the world of commerce and commerce, a retailer buys goods or goods in large quantities directly from manufacturers and then sells them in small quantities known as retail stores or department stores.

Shops may be found in residential areas, colony streets, community centers, or modern shopping arcades / centers. In fact, any organization that sells goods to ultimate consumers - whether it is a producer, wholesaler, or retailer - does retail business.

It does not take into account how the goods are sold. While on the other hand, retail coordination is a combination of product range, pricing, marketing, and the way items are displayed. Retail coordination will be suitable for a retailer not based on market practices but on retailer's budget, goods, and area need. A Good formatting attracts more eyes and helps the retailer to establish a platform for success, name and recognition.

6. Characteristics of Retailing:

- Retail differs from other forms of business in the following ways:
  - It provides direct interaction with the ultimate customers / consumers.
  - Sales volume is relatively large in terms of quantities but lower in monetary value as compared to export / manufacturing.
  - Customer service plays a vital role in the success of a retail business.
  - Sales promotions are offered at this stage only.

7. Effect on retailers:

- In malls and online shopping, the item is much cheaper when retailers get the same item so that consumers don't buy from the retailer.
• Discounts are available in malls and online shopping which retailers cannot afford because their items are too expensive so no one will buy them.
• Retailers have low capital flows and cannot buy or sell items such as malls and online shopping at low prices.
• Retailers are unemployed because they cannot sell their goods.
• Retailers do not buy goods wholesale because they do not have sufficient capital.
• Given the relatively weak financial condition of unregulated retailers, and physical space constraints on their expansion prospects, this sector alone will not be able to meet the growing retail demand.

REFERENCES: