CHAPTER – III

CONCEPTUAL FRAMEWORK AND BANGALORE CITY PROFILE

3.1. RETAILING:

Word retailing is derived from a French word with the prefix re and the verb tailor meaning “to cut again“ evidently, retail trade is one of that cuts off smaller portions from large lumps of goods. it is process through which the goods are transported to final consumers. In other words, trailing consist of the activities involved in selling directly to the ultimate consumer for personal, non-business use. A retailer is a merchant, or occasionally an agent, or a business enterprise, whose main business is selling directly to ultimate consumers for non-business. He performs many marketing activities such as buying, selling, grading, risk taking, and developing information about consumer’s wants and needs. They are marketers and customers of producers and wholesalers.

3.1.2. Importance of retailing:

The retailer is an intermediary in the marketing channel because he is a marketer and customer, who sell to the last consumer. he is a specialist who maintains contacts with the consumer and the producer and is an important connecting benefit gigantic mechanism if marketing. through producers may sell directly to the consumers, such method of distributing goods to ultimate use inconvenient, expensive and time consuming as compare to that buy a specialist in the line. Therefore, frequently the manufactures depend on the retailers to sell their products to the ultimate consumers. The retailer who is able to provide appropriate amnesties without an excessive advance in prices of goods he is rewarded by larger or larger patronage.
3.1.3. RETAIL MARKETING

Retailing is a distribution channel function where one organization buys products from supplying firms or manufactures the product themselves, and then sells these directly to consumers. A retailer is a reseller (i.e., obtains product from one party in order to sell to another) from which a consumer purchases products.

Retailing Business activities involve Selling Goods and Services to Consumers for their Personal, Family or Household use. “Every sale of Goods and Services is to final consumer” – Food products, apparel, movie tickets; services from hair cutting to e-ticketing. Retailing is the Last stage in Distribution Process- Wholesale is an intermediate where Goods and services are sold to Business customers.

3.1.4. Retail Marketing Mix:

While many elements may make up a firm’s retail marketing mix, the essential elements may include:

- Store location,
- merchandise assortments
- Store ambience,
- customer service,
- price,
- Communication with customers

3.2. INDUSTRY EVOLUTION:

Traditionally retailing in India can be traced to, the emergence of the neighborhoods Kirana stores catering to the convenience of the consumers. The Era of government support for rural retail. Indigenous franchise model of store chains run by Khadis & Village
Industries Commission. 1980s experienced slow change as India began to open up economy. Textiles sector with companies like Bombay Dyeing, Raymond's, S Kumar's and Grasim first saw the emergence of retail chains. Later Titan successfully created an organized retailing concept and established a series of showrooms for its premium watches. The latter half of the 1990s saw a fresh wave of entrants with a shift from Manufactures to Pure Retailers. Crossword and Fountainhead in books. Post 1995 onwards saw an emergence of shopping centers. Mainly in urban areas, with facilities like car parking Targeted to provide a complete destination experience for all segments of society. Emergence of hyper and super markets trying to provide customer with - Value, Variety and Volume. Expanding target consumer segment: The Sachet revolution - example of reaching to the bottom of the pyramid. At year end of 2000 the size of the Indian organized retail industry is estimated at Rs. 13,000 crores.

3.2.1. Classification of retailing:

It based on size, product line, general merchandise stores, and single-line stores limited line or specialty store, geographic location, form of ownership, method of operation, full service retailers, on store retailing.

Essential requests for retailers

- Selection of goods
- Knowledge of merchandise
- Buying and selling
- Cash and credit purchase
- Price quality and cypher systems
- Display of goods
- Situation, locality of the shop
3.2.1. Services of retailing:

**General services:** The general service which a retailer provides are the retailer anticipates the wants of the consumers and then supplies the right kind of goods at a reasonable price. He performs the services of bulk breaking. He offers a larger assortment of merchandise of suitable size color design and style. He creates time and place, utility by storing the products in off season and by transporting to the places where they can be readily available as and when needed. He also assumes risk by guaranteeing the goods he sells to the consumers, he also offers free delivery of goods, credit on open accounts, free alteration, liberal exchange facility’s, and instructions in the use of goods, revolving Credit plans and long term installment programs. He adds to the convenience and ease of consumer purchasing. He acts as a specialist in selling. He helps the producers in distributing the products by using advertising display selling he provides useful information to the producers. The level of retail sales is one of the most useful barometers of the nation’s economic health.

**Facilitating services:** in order to carry out functions involving transfer ownership and physical supply effectively, retailers perform a number of functions i.e. Functions retailing to standardization and grading, financing, risk taking and market information. Since the retailer knows about the wishes of his customer the price, quality and the kind of merchandise in the market as well as the existing and anticipated style trends, he keeps in stock the goods usually required by customers.
3.2.2. Changing Consumption Patterns in retailing

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP, Purchasing Power parity ($ Per Capita)</td>
<td>3453</td>
<td>3777</td>
<td>4103</td>
<td>4434</td>
<td>4819</td>
</tr>
<tr>
<td>GDP, Purchasing Power parity (Per Capita %)</td>
<td>12</td>
<td>9.3</td>
<td>8.6</td>
<td>8</td>
<td>8.6</td>
</tr>
<tr>
<td>Gross Disposable Income Per Household $</td>
<td>5295</td>
<td>6151</td>
<td>6867</td>
<td>7627</td>
<td>8447</td>
</tr>
<tr>
<td>Gross Disposable Income Per Household Growth %</td>
<td>16.3</td>
<td>26.1</td>
<td>11.6</td>
<td>11.07</td>
<td>10.75</td>
</tr>
<tr>
<td>Rural Population %</td>
<td>70.21</td>
<td>69.98</td>
<td>69.75</td>
<td>69.53</td>
<td>69.3</td>
</tr>
<tr>
<td>Urban Population %</td>
<td>29.79</td>
<td>30.02</td>
<td>30.25</td>
<td>30.47</td>
<td>30.7</td>
</tr>
</tbody>
</table>

Source: Data monitor Country Insight, 2011

It has been evident that in emerging economies, with the increase in the number of retailers entering the market, the shopping habits and consumption patterns evolve and moreover with the growth of modern retail, the total set of offerings turns out to be more accessible to consumers thereby helping the retailers achieve their broad objective of meeting the demands of diverse audiences. The progress of modern retailers, with grocery sector in particular, is always not dependent on the level of supply chain efficiencies. It is also influenced by consumer demand for food quality and convenience. This leads to efficiencies gained between producers and consumers.
3.3. BUYING BEHAVIOUR:

Buying Behavior is the decision processes and acts of people involved in buying and using products. It is based on the marketing stimuli and other stimuli. With buying process it is explained with the picture 3.3.1.

3.3.1. SITIMULI – RESPONSE MODEL OF BUYER BEHAVIOUR

![Stimulus-Response Model of Buyer Behaviour](image)

**Source:** Consumer Behaviour, 5th Ed., by James F. Engel, Copyright 1986 by the Dryden press

NEED FOR STUDYING BUYING BEHAVIOR:

Buyer’s reactions to a firm’s marketing strategy has a great impact on the firm’s success. The marketing concept stresses that a firm should create a Marketing Mix that satisfies (gives utility to) customers, therefore need to analyses the what, where, when and how consumers buy. Marketers can better predict how consumers will respond to marketing strategies.
3.4. Buying process:

Buying process Need recognition Information search About retailer & channel evaluation choice visit’ loyalty Select retailer Store or internet Repeat patronage Post purchase evaluation Purchase merchandising About merchandising Need recognition choice stages Selecting retailer Selecting merchandising it is explained with 3.4.1.

3.4.1. BUYING PROCESS – MODEL

3.5. Customer satisfaction:

Customer service is any contact between a customer and a company that causes a negative or positive perception. All customer services representatives interact with customers to provide information’s in enquiries about products services and to Handle and resolve complaints. Customer service skills are also very essential according to the nature of
business. Communication to all kind of activities in business is very important. This is more need for retailing services. The customers are satisfied in more, all the above necessity to the modern retailing services.

3.6. Retail environment trends:

There are global trends that will affect the retail industry. The world future society reports that future trends focus on economic, environmental and social issues. Just as demographic are changing the retailing environment there are three types of influences.

3.6.1. Economic trend:

In economic trends, improved manufacturing, technology will continue to boost productivity and reduce the unit cost of goods. The labor market will remain tight, meaning retailers will need to be creative in hiring methods. The growth of information industries is creating a knowledge depend global society. A positive trend is that the digital divide is getting smaller as more and more minority population own computers. This means that e-tailing will continue to grow as small business gain the ability to compete on an equal footing with large retailers.

3.6.2. Environmental trend:

Trends concerning the environmental Centre around new technology to lessen reliance on oil as a natural resource. Retailers of gas and oil may face consumer dissatisfaction as price, rise. Alternatives energy sources will be explored to keep price stable. People around the world are become increasingly concerned about environmental issues such as air pollution and recycling this means that legislations addressing the environment may increase. Retailing may need to become more proactive in producing the environment, turning their attention from here and now of the future.
3.6.3. Social trend:

It deals with major two issues, the growth of the world population and the lengthening life spans of people in developing countries. Implications for retail includes growth in the service industry and a wealth of new products geared towards an increasingly order populations.

3.7. The word mall

In the year 1737, "shaded walk serving as a promenade," from The Mall, broad, tree-lined promenade in St. James's Park, London (1674), formerly an open alley that was used to play pall-mall, a croquet-like game involving hitting a ball with a mallet through a ring, from Fr. pallemaille, from It. pallamaglio, from palla "ball" + maglio "mallet." Modern sense of "enclosed shopping gallery" is from 1963. Mall rat is stared from 1986.

3.7.1. Mall: (retail stores)

Collection of independent retail stores, services, and parking area constructed and maintained by a management firm as a unit. It is a 20th century adaption of the historical market place. A shopping Centre enclosed within a large structure; often two or three stories high, often designed around a central atrium; may have numerous stores, as well as entertainment facilities such as movie theatres, fast-food outlets, restaurants, and public area.

3.7.2. Urban malls:

Such regional malls –featuring 300000 plus square feet of space-sought to attract customers from wide geographic areas, and their rapid proliferation in the 1960 represented competition that overwhelmed older downtown retail districts. (see sidebar) by the 1970, however, critics of suburban mall development (who by new included victor Gruen) helped
Spur a trend onwards locating new malls back in CBDs as centerpieces of urban revitalization projects. Sunbelt developers like John Portman of Atlanta (the Omni) and Gerald D. Hiner of Housetop (the Galleria) pioneered in the design and construction of multi-use mall facilities that includes offices, hotels, and atrium shops. Long-term designer-developer James Rouse's successful renovations of Boston’s Faneuil Hall Marketplace (1976), Baltimore’s Harbor Place (1980), and New York City's South Street Seaport (1983) received national acclaim despite criticism of the apparent commercial gentrification they propelled.

3.7.3. TENENT MIX STRATEGY:

The objective of a tenant mix strategy is to maintain the delicate balance between diversified product and service offering and revenue imperatives of the leasing business. The right tenant mix is the key to a mall’s success. In fact, tenant mix is an alternative term for brand mix, and an area where one simply cannot afford to go wrong. Developers go that extra mile to pick the right brand mix to maximize profits. Formulating the right tenant mix based on zoning not only helps attract and retain shoppers by offering them multiple choices and satisfying multiple needs, but also facilitates the smooth movement of shoppers within the mall, avoiding clusters and bottlenecks. This helps influence shoppers’, mall preference and frequency of visits. It also helps in building a distinct image in the minds of shoppers.

Mall developers first identify their anchor tenants and then build their tenant mix around it. The selection of the right anchor tenant plays a crucial role in establishing a good tenant mix. The anchor tenant is defined as the largest occupier in a mall in terms of square feet.

3.7.4. CLUSTERING CONCEPT:

Another important concept to be kept in mind is ‘Clustering’. It is a process of gathering tenants of the same type into the same location. Cluster is a collection or
group of one or more systems or logical partitions that work together as a single system. Systems in a cluster, called cluster nodes, work cooperatively to provide a single computing solution. The process is productive and has been proven to generate higher levels of sales for most tenants in the cluster. The developers can have clusters in all retail groups such as fashion, food, men’s wear, ladies wear, toys, etc. When you have clusters of tenants, the customer perception is that the property offers greater variety and therefore will have the item that the customer seeks. The customer is therefore likely to visit the malls frequently.

3.8. Classes of mall:

The trend can be seen in the construction and design of many modern super malls such as caviar mall in turkey. The international council of shopping centers 1999 definitions was not restricted to shopping centers in any particular country, but later editions were made specific to the U.S. with a separated set of Europe.

**Regional malls:**

It is typically larger with 400000 sq. Feet to 800000 sq. Feet it has at least 2 anchors and offers a wider selection of stores. Given their wider service area, these malls tend to have higher-end stores that need a larger in order for their service to be profitable. It is also found as tourist attractions in vacation areas.

**Super-regional malls:**

More than 800000 sq. Feet area it has, and which serves as the dominant shopping venue for the region in which located.

**Outlet-malls:**

Manufactures sell their products directly to the public through their own stores. Other stores in outlet malls are operated by retailers selling returned goods and discontinued
products, often at heavily reduced prices. Outlet stores were found as early as 1936, but the first multi outlet mall, vanity fair, located in Reading, PA didn’t open until 1974. Belz Enterprises opened the first enclosed factory outlet mall in 1979, in Lakeland, TN, near Memphis.

3.9. Types of shopping facilities:

A strip mall (also called a plaza or mini mall) is an open area shopping Centre where the stores are arranged in a row, with a side walk in front. Strip malls are typically developed as a unit and have large parking lots in front. They face major traffic arterials and tend to be self-contained with few pedestrian connections to surrounding neighborhoods.

Plaza (plaza/plaza) is a Spanish word related to field which describes an open urban public space, such as a city square. All through Spanish America, the plaza mayor of each Center of administration held three closely related institutions: the cathedral, the cabled or administrative center, which might be incorporated in a wing of a governors palace, and the audience or law court. At times of crisis or plaza might be large enough to serve as a military parade ground. At times of crisis or fiesta, it was the space where a large crowd might gather. Like the Italian piazza, the plaza remains a center of community life that is only equaled by the market place. Most colonial cities in Spanish America were planned around a square plaza de arms, where troops could be mustered, as the name implies, surrounded by the governors palace and the main church.

A plaza de torso is a bullring. The Italian cognate is piazza, the French cognate place. A market is a social arrangement that allows buyers and sellers to discover information and carry out a voluntary exchange of goods or services. It is one of the two key institutions that organize trade, along with the right to own property. In everyday usage, the market may refer
to the location where goods are traded, sometimes known as a market place, or to a street market. Main street is a generic street name (and often the official name) of the primary retail street of a village, town, or small city in Many parts of the world. It is usually a focal point for shops and retailers in the central business district, and is most often used in reference to retailing. A town square is an open area commonly found in the heart of a traditional town use for community gatherings. Other names for town square are civic center, city square, urban square, market square, public square, plaza (from Spanish) piazza (from Italian), and place (from French). In recent years, it has become quite common for an older shopping mall to expand as a power center. Some new power center developments have attempted to re-create the atmosphere of an old-town main street, with varying levels of success. Lifestyle center is shopping center or mixed-used commercial development that combines the traditional retail functions of a shopping mall but with leisure amenities oriented towards upscale consumer. Specifically, consumers’ perceptions of shopping mall attributes are found to have greatest influence on their level of mall satisfaction and patronage likelihood, while personal characteristics are shown to have greater impacts on mall visit frequencies and the amount of time and money spent in malls.  

---

Elaboration Likelihood Model

**Central (systematic) route**

**Motivations**
- relevant
- knowledgeable
- responsible
- analytical

**Processing**
- Quality of arguments
- # and length of arguments
- Source credibility, attractiveness
- Consensus

**Outcome**
- Enduring agreement
- Liking & acceptance, often temporary

**Peripheral (heuristic) route**

**Persuasive Appeal**
- not relevant
- distracted, tired
- hard to understand
- not analytical
3.10. Components of shopping facilities:

Anchor store:

It is generally have their rents heavily discounted, and may even receive cash inducements from the mall to remain open. In physical configuration, anchor stores are normally located as far from each other as possible to maximize the amount of traffic from one anchor to another.

Fountain:

If there is enough pressure, is a jet or multiple gets, where water is forced into the air under pressure, to some height. A famous example of such modern fountain rises from the surface of Lake Geneva.

Atrium:

In architecture, an atrium (plural atria) is a large open space, often several stories high and having a glazed roof and/or large windows, often situated within an office building and usually located immediately beyond the main entrance doors. Atria are popular with companies because they give their buildings “a feeling of space and light”, but have been criticized by fair inspectors’ as they could allow fire to spread to a building’s upper stories more quickly.

3.11. World top 10 malls:

1. Berjaya Times Square Kuala Lumpur Shopping Mall

Berjaya Times Square KL is tagged as the ‘world’s largest building ever built in a single phase’, with 7.5 million square feet (700,000 square meter) of built up floor area. The mall within is spread over an area of 320,000 square meters.
2. SM Megamall

This is a large shopping mall in the Artigas business district of Metro Manila, the Philippines, owned and operated by SM Prime Holdings. The mall is spread over an area of 331,679 square meters. One of the first ice skating rinks in the country, can be found in this mall.

3. SM City North EDSA

This is one of the biggest and first shopping malls in the Philippines and one of the biggest shopping malls in the world spread over an area of 331,861 square meters. This is the first major shopping complex established by Henry Sy and his company SM Prime Holdings, the largest retail corporation in the country. Since its establishment in 1983, it has done several major expansions and renovations, and features a bowling alley, food court, garden, entertainment center and 12-theatres.

4. Cevahir Shopping Centre

Opened on October 15, 2005, it is a modern shopping and entertainment center located in the Sisli district of Istanbul, Turkey. Spread over an area of 348,000 square meters, Cevahir Mall is the largest shopping center in Europe, and the seventh largest in the world. The project, originally a trade complex, including retail centers and three skyscrapers with 40 and 48 floors to replace one of the city’s old bus depots.

5. West Edmonton Mall

Located in Edmonton, Alberta, Canada this mall is spread over an area of 3,50,000 square meters. It has over 800 stores and parking for more than 20,000 vehicles. More than 23,000 people are employed in the mall. The mall receives 28.2 million visitors per year and between 60,000 and 150,000 shoppers daily depending on the day and season. The mall’s
amusement park was originally called Fantasyland, until The Walt Disney Company took the mall to court, claiming ownership of the name, which is used in its theme parks such as Disneyland.

6. Dream Mall

Located in Kaohsiung, Taiwan, this is the largest shopping mall in Taiwan and the second largest in Southeast Asia after the Mall of Asia in Manila, the Philippines. Spread over an area of 400,001 square meters, the mall was designed by international architecture firm RTKL, based in Baltimore, Maryland and opened on May 12, 2007. The mall contains restaurants, movie theatre, gym, and entertainment facilities, including a Ferris wheel nicknamed Kaohsiung Eye.

7. The SM Mall of Asia

Also known as MOA, this is the largest shopping mall in the Philippines. Spread over an area of 407,101 square meters, the mall opened on May 21, 2006. The mall is owned and operated by SM Prime Holdings, under the management of Henry Sy, a Chinese-Filipino business tycoon. One of the mall’s main attractions is the first ever IMAX theatre in the country. The mall features the Philippines’s first Olympic-size (61 by 30 meters) ice skating rink.

8. Central World

This is the largest shopping mall and office complex in Bangkok owned by the Central Group. Spread over 800,000-square-metre, the mall is the largest shopping center in south-east Asia and is larger than Hong Kong’s Ocean Terminal. Originally called the World Trade Centre, the eight-story mall opened in 1990.
9. Golden Resources Shopping Mall

Located near the Fourth Ring Road in Beijing, China, the Great Mall of China has a total area of 7.3 million square feet (680,000 square meters) spread over six floors. It is 1.5 times the size of the Mall of America. It was completed on October 20, 2004 after 20 months of construction.

10. South China Mall

Located in Dongguan, this mall has leasable space for over 1,500 stores in approximately 6.5 million square-feet of total floor area. It has seven zones modeled on: Amsterdam, Paris, Rome, Venice, Egypt, the Caribbean, and California. Although the mall opened in 2005, it still suffers from lack of retailers. Much of the retail space remains empty. Analysts say that the main reason the mall is so far largely unoccupied is that it is located in the suburbs of Dongguan, which is not well connected by China’s public transport system.
### 3.12. TOP 10 MALLS IN INDIA

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name and Place</th>
<th>Total Area (in sq. ft.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1)</td>
<td>Phoenix Market City, Mumbai</td>
<td>2,000,000</td>
</tr>
<tr>
<td>2)</td>
<td>Mantri Square Mall, Bangalore</td>
<td>1,700,000</td>
</tr>
<tr>
<td>3)</td>
<td>High Street Phoenix, Mumbai</td>
<td>3,300,000</td>
</tr>
<tr>
<td>4)</td>
<td>Felix Square, Lucknow</td>
<td>1,600,000</td>
</tr>
<tr>
<td>5)</td>
<td>Metro Junction Mall, Kalyan</td>
<td>1,500,000</td>
</tr>
<tr>
<td>5)</td>
<td>The Great India Place, Noida</td>
<td>1,500,000</td>
</tr>
<tr>
<td>5)</td>
<td>Express Avenue, Chennai</td>
<td>1,500,000</td>
</tr>
<tr>
<td>6)</td>
<td>DB City, Bhopal</td>
<td>1,350,000</td>
</tr>
<tr>
<td>7)</td>
<td>Select City walk, Saket, Delhi</td>
<td>1,300,000</td>
</tr>
<tr>
<td>8)</td>
<td>Inorbit Mall, Malad, Mumbai</td>
<td>1,200,000</td>
</tr>
<tr>
<td>8)</td>
<td>R City Mall, Ghatkopar, Mumbai</td>
<td>1,200,000</td>
</tr>
<tr>
<td>8)</td>
<td>Alpha One Mall, Ahmedabad</td>
<td>1,200,000</td>
</tr>
<tr>
<td>9)</td>
<td>Dreams The Mall, Bhandup, Mumbai</td>
<td>1,100,000</td>
</tr>
<tr>
<td>10)</td>
<td>Neptune Magnet Mall, Bhandup, Mumbai</td>
<td>1,056,000</td>
</tr>
</tbody>
</table>
3.13. PROFILE OF BENGALURU

History of Bengaluru:

There are numerous versions related to the naming of the city as 'Bangalore'. As per the information available in the Gazetteer of India, the term 'Bangalore' is an Anglicized version of "Bengalooru," a Kannada term. The word Bengalooru was in turn derived from the phrase 'bende kaalu ooru', meaning 'the town of boiled beans'. There is story behind naming the city as the 'town of boiled beans'. 11th century Hoysala king Veera Ballala II, while on a hunting expedition, lost his way in the forest. Tired and hungry, he came across a poor old woman who served him boiled beans. The grateful king named the place "benda-kaal-uru" (literally, "town of boiled beans") However, there are other historical evidences that reveal that the name 'Bengalooru' was recorded much before the reign of King Ballala. The name "Bangalore" represents an Anglicized version of the Kannada language name, "Bengaluru" [Bengaluru] The earliest reference to the name "Bengaluru" was found in a ninth century Western Ganga Dynasty stone inscription on a "vira gallu". In this inscription found in Begur, "Bengaluru" is referred to as a place in which a battle was fought in 890 CE. It states that the place was part of the Ganga Kingdom until 1004 and was known as "Bengaval-uru", the "City of Guards" in Halekannada (Old Kannada). An invented, though popular, anecdote recounts that the Bangalore's rule changed hands several times. KempeGowda declared independence, then in 1638, a large Adil Shah Bijapur army led by Ranadulla Khan and accompanied by ShahjiBhonsle defeated KempeGowda III, and Bangalore was given to Shahji as a jagir (feudal estate).
3.13.1. Karnataka map

Source: www.wikimapia.com
In 1687, the Mughal general Kasim Khan, under orders from Aurangzeb, defeated Ekoji I, son of Shahji, and leased Bangalore to Chikkadevaraja Wodeyar (1673–1704), the ruler of Mysore kingdom. After the death of Krishnaraja Wodeyar II in 1759, Hyder Ali, Commander-in-Chief of the Mysore Army, proclaimed himself the de facto ruler of Mysore. The kingdom later passed to Hyder Ali's son Tippu Sultan. Bangalore fort was captured by the British armies under Lord Cornwallis on 21 March 1791 during the Third Anglo-Mysore War and formed a center for British resistance against Tipu Sultan. Following Tipu Sultan's death in the Fourth Anglo-Mysore War (1799), the British returned administrative control of the Bangalore. Geographically, the state is divided into 3 principal regions: the coastal region of Karavali, the hilly Malenadu region comprising the Western Ghats and the Bayaluseeme region comprising the plains of the Deccan plateau.

After Indian independence, Maharaja Jayachamarajendra Wodeyar agreed the princely state of Mysore to India. In 1950, Mysore became an Indian state. Following the long-standing demand of the Ekikarana Movement, Kodagu- and Kannada-speaking regions from the adjoining states of Madras, Hyderabad and Bombay were incorporated into the Mysore state, under the States Reorganization Act of 1956. The thus expanded state was renamed Karnataka, seventeen years later, in 1973. Karnataka is now divided into 30 districts and 4 administrative divisions. Districts are administered by a District collector, and divisions are administered by a Divisional Commissioner. Bangalore is the capital of the state. The notification resulted in Karnataka being politically subdivided into 27 official districts with various taluks existing within each district. On June 21, 2007 the Government announced the cabinet approval for the creation of two more districts: Ramanagara District and Chikballapur district. Ramanagara District and Chikballapura District are being formed.
by the bifurcation of Bangalore Rural District and Kolar Districts respectively. On December 30, 2009, Yadgir district was carved out of Gulbarga district and officially declared the 30th district of Karnataka. Also there is a Proposal of creating Chikodi District out of Belgaum District for betterment of Administration and development of border areas. This includes Chikodi, Athani, Raybag, Hukkeri, Nipani and Kagawad talukas. Karnataka has about 220 talukas. The table below lists all the talukas in the Karnataka state of India, by district. The urban status is listed for the headquarters town of the taluka, rural talukas are much larger. Urban status follows the census standard.

### 3.13.2. Districts of Karnataka

<table>
<thead>
<tr>
<th>Bangalore Division</th>
<th>Belgaum Division</th>
<th>Gulbarga Division</th>
<th>Mysore Division</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangalore Urban</td>
<td>Bagalkot</td>
<td>Bellary</td>
<td>Chamarajanagar</td>
</tr>
<tr>
<td>Bangalore Rural</td>
<td>Belgaum</td>
<td>Bidar</td>
<td>Chikamagalur</td>
</tr>
<tr>
<td>Chikkaballapur</td>
<td>Bijapur</td>
<td>Gulbarga</td>
<td>Dakshina Kannada</td>
</tr>
<tr>
<td>Chitradurga</td>
<td>Dharwad</td>
<td>Koppal</td>
<td>Hassan</td>
</tr>
<tr>
<td>Davanagere</td>
<td>Gadag</td>
<td>Raichur</td>
<td>Kodagu</td>
</tr>
<tr>
<td>Kolar</td>
<td>Haveri</td>
<td>Yadgir</td>
<td>Mandya</td>
</tr>
<tr>
<td>Ramanagara</td>
<td>Uttara Kannada</td>
<td></td>
<td>Mysore</td>
</tr>
<tr>
<td>Shimoga</td>
<td></td>
<td></td>
<td>Udupi</td>
</tr>
<tr>
<td>Tumakuru</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3.13.3. Urban Bangalore


“Bangalore towers above every city in the state thanks to economic growth, which is attracting people from across the state and India,” said the director of census operations of Karnataka, T.K. Anil Kumar. “One in every six persons in Karnataka lives in Bangalore.” The encouragement of high-tech industry in Bangalore, for example, has not favored local employment development, but has, instead, increased land values and forced out small enterprise. Bengaluru is a hub for IT, updating new technology and culture.

Bangalore experienced rapid growth in the decades 1941–51 and 1971–81, which saw the arrival of many immigrants from northern Karnataka. By 1961, Bangalore had become the sixth largest city in India, with a population of 1,207,000. In the decades that
followed in 1985, Texas Instruments became the first multinational corporation to set up base in Bangalore. Other information technology companies followed suit and by the end of the 20th century, Bangalore had established itself as the Silicon Valley of India. On 11 December 2005, the Government of Karnataka announced that it had accepted a proposal by Jnanpith Award winner U. R. Ananthamurthy to rename Bangalore to Bengaluru. On 27 September 2006, the Bruhat Bengaluru Mahanagara Palike (BBMP) passed a resolution to implement the proposed name change. The Government of Karnataka accepted the proposal, and it was decided to officially implement the name change from 1 November 2006.

Bangalore's reputation as the Garden City of India began in 1927 with the Silver Jubilee celebrations of the rule of Krishnaraaja Wodeyar IV. Bangalore Palace, built in 1887, was summer residence to the rulers of Mysore.

3.15. Urban Bangalore District:

3.15.1. Geographic location:

Bangalore city is located in the southern part of the state of Karnataka, in South India. It is 3,113 feet (949 m) above sea level, on top of a ridge in the Karnataka plateau. Bangalore is 998 km from Mumbai (Bombay) and 562 km from Hyderabad. The climate is moderate and pleasant. Summers are mild (April-June) and winters are cool (October-February). The city experiences southwestern monsoon rains in June-August. With an estimated population of 8.5 million in 2011, Bangalore is the third most populous city in India and the 18th most populous city in the world. Bangalore was the fastest-growing Indian metropolis after New Delhi between 1991 and 2001, with a growth rate of 38% during the decade. Residents of Bangalore are referred to as Bangaloreans in English and Bengaloorinavaru in Kannada. In May 2012, Lonely Planet ranked Bangalore 3rd among the world's top 10 cities to visit “The increased growth in population is a result of adding six new fringe areas to Bangalore. The city growth is touching the rural borders,” said T.N. Bhat, an assistant professor at the Institute for Social and Economic Change (ISEC).

Seven neighboring city municipal councils, a municipal town and 110 villages were merged into Bangalore in 2007. The population density in Bangalore has risen 47% in the past decade as job opportunities and economic growth have lured people from across the nation to India’s Silicon Valley, the latest census data shows. The number of people living per square kilometer in the city has increased to 4,378 in 2011 from 2,985 in 2001, according to the census data released on Wednesday by Karnataka’s directorate of census operations.
3.15.2. Geographic identity:

Latitude: 12 8' North
Longitude: 77 37' East
Altitude: 3000 feet above Sea Level
Area: 368 Square kilometer
Climate: Temperate and Salubrious
Season: OCTOBER - MARCH
Mild and Salubrious climate
Rainfall: 940 mm
Population: 96 Lakhs
Language: Kannada, Hindi and English
Literacy: 75.42%

Time Zone

IST (Indian Standard Time) is 5 hours 30 minutes ahead of GMT (Greenwich Mean Time).

Business Hours

The normal business hours are from 10.00 am to 5.30 pm on weekdays. Saturday and Sunday are closed days for several business establishments and all government offices.

3.15.3. Population

India: 1 billion
Bangalore: 5.2 million

Languages: Kannada 31%, Tamil 27%, Telugu 17%, Hindustani/Urdu 15%, other languages 10%
**GDP Growth Rate**: 8.3%

**Inflation**: 5.4%

**Religion**: Hindus 85.92% Muslims 11.05% Christians 2.96% Sikhs 0.02% Buddhists 0.11%

**Exports**
Garments, leather goods, silk fabrics, electronic and engineering goods form the bulk of exports.

**Imports**
Electronic goods and computer hardware, accessories, watches, clocks and components

**Trading Partners**
United States, United Kingdom, Japan, Germany, Saudi Arabia

**Industries**
Communications equipment, machine tools, aircraft, electric motors, printed materials, textiles, footwear, and timepieces, information technology.

3.16. **Shopping Malls of Bangalore**

If you enjoy shopping, you will enjoy Bangalore. If you enjoyed Bangalore, then you are a shopping lover. Bangalore has become a shopper's paradise. With popular shopping areas like M G Road, Brigade Road, Commercial Street, Majestic area, and Jayanagar Shopping Complex, as well as little shops (tucked away behind the big malls) stocking up some really trendy stuff. From the air-conditioned ambience of super stores like Shopper's Stop and Kemp Fort to the bustling by-lanes of Chickpet, Bangalore has something to offer every kind of shopper. You could find some of the biggest brands in the world while strolling down Brigade Road, or exquisite silk sari somewhere in the City Market. Whether you are looking
for Kancheepuram Silk or Swarovski crystal, chances are you will find it in Bangalore. You just need to know where to look.

Bangalore is currently seeing something of a retail boom. Several super markets and malls have sprung up in the recent past. To name a few, the largest mall in Bangalore, the Mantri Square in Malleshwaram was recently inaugurated. Besides there are others such as the Fab mall, Sunday to Monday, and the brand new Family Mart. The latest buzz is that of hypermarkets - Big Bazaar is already functional. Bangalore is also the base for Metro Cash & Carry, strictly a B2B retailing zone, which now has establishments in Yeshwanthpur and Kanakpura Road. The newest addition to the Mall Wagon is the Gopalan Mall or Namma Mall on Mysore Road. the mall promises international standards in ambience and services and is equipped with state-of-the-art infrastructure, offering the customer a variety of choices with all brands, regional and international under one roof. The six-storied mall boasts of apparel, fashion accessories, supermarket including Food Bazaar, liquor store, electronics, consumer durables, cosmetics, books and music on each floor, adding to the convenience of shopping.

The newest addition to the Bangalore Malls is the Garuda Mall on Magrath Road, opposite the Shoppers Stop. With enough space to park a thousand cars, the city's largest integrated parking complex and "shopper entertainment" center is spread over 11 floors and two basements. The Complex includes 2,30,000 sq. ft. of shopping and entertainment space on five floors, including a five-screen multiplex and a 140-room hotel. Garuda's entertainment options will include the INOX multiplex with five screens and 1,350 seats and activity centers for children. The complex will also offer shoppers a wide range of cuisines at
a food court with over 20 food counters. Besides, there will be dining options in five exclusive restaurants serving Oriental, Continental, Mediterranean and Frontier cuisines.

**Mota Royal Arcade** - Brigade Road. - Bangalore's Mall culture started with this Mall which opened about 7 years ago and was a very popular hang-out for teenagers and adults alike. Houses the ever popular Only Place restaurant, notorious for its steaks and desserts. Also has Fashion Flash, G's lanes for bowling and pool and the One Stop Shop for everything under the sun. All the parking space you need is available underground.

**Devatha Plaza** - Residency Road. A Well-known name under shopping complexes but has lost its charm after the big ones have taken over. You can find shops selling flowers, clothes, and also several doctors and dentists in this complex.

**Alankar Pearl Plaza** - Kempegowda Road. Another very busy and popular rendezvous for families for its wide range of garments and other discount shops.

**Hong Kong Market** - Gandhinagar, below Tribhuvan Theater. Sell imported goods like cutlery, chocolates, electronics etc. Sells most imported and smuggled goods. One needs to be very careful while shopping here as most of the goods sold are not genuine ones.

**Mantri Square** : The newest addition to the Bangalore Mall scene is the Mantri Square on Sampige Road Malleshwaram, said to be the largest mall in Bangalore till date. just besides their residential complex Mantri Greens. Mantri Square has 5 stories including shops in the basement. It has another 2 stories of basement for parking.

**Gopalan Mall**, the first mall on the crowded Mysore Road, is an ideal shopping destination for people commuting from Mysore to Bangalore. With the theme Namma Mall, Gopalan Mall provides all commodities at reasonable prices to consumers
"The Forum" on Hosur Road offers people not just a shopping experience, but several options from food to entertainment. Sources say it could well be the biggest mall in India with an area of around 650,000 lakh sq.ft. and parking of 300,000 sq.ft. where around 800 cars can be comfortably parked. Some of the biggest brands in the City are swearing by this upmarket mall. Brands like West Side, Landmark, Reebok, Adidas, Cafe Day, Bose, Sangeetha, Lee, Wrangler, William Penn, Pepe Jeans, Archies have set up shop here while the rest are getting ready to do the same. Bangaloreans are making a beeline to The Forum to get a feel of the ‘special’ shopping experience it promises.

Cosmos Mall, ITPL, Brookfield - Close to ITPL, the IT corridor and the airport, this mall is one of the new kids on the block. Boasts of some international quality brands such as The Body Shop, Thomas Scott, Jewelry from Thailand and Malaysia...in fact there is even Dollar Store.

Another recent addition is the Oasis Mall on Inner Ring Road, Sarjapur which boasts of 200,000 sq. feet of shopping and office space. International brands such FCUK, Calvin Klein, Lifestyle, Spar Hypermarket, NDS office and a food court are all there. This mall is not like our other regular malls where you have different shops lined up, but this is more like Bangalore Central where you have everything under a common roof. There is ample space to move around and you would not come across customers bumping into each other .All in all a good shopping experience.
### 3.17. List of shopping malls in Bangalore

<table>
<thead>
<tr>
<th>Name</th>
<th>Size</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garuda Mall</td>
<td>280,000 sq. ft.</td>
<td>Magrath Road</td>
</tr>
<tr>
<td></td>
<td>(26,000 m²)</td>
<td></td>
</tr>
<tr>
<td>Bangalore Central</td>
<td>275,000 sq ft.</td>
<td>Commissariat Road</td>
</tr>
<tr>
<td></td>
<td>(25,500 m²)</td>
<td></td>
</tr>
<tr>
<td>The Collection</td>
<td>130,000 sq. ft.</td>
<td>UB City</td>
</tr>
<tr>
<td></td>
<td>(12,000 m²)</td>
<td></td>
</tr>
<tr>
<td>Mantri Square</td>
<td>1,700,000 sq. ft.</td>
<td>Malleswaram</td>
</tr>
<tr>
<td></td>
<td>(160,000 m²)</td>
<td></td>
</tr>
<tr>
<td>The Forum</td>
<td>625,000 sq. ft.</td>
<td>Koramangala</td>
</tr>
<tr>
<td></td>
<td>(58,100 m²)</td>
<td></td>
</tr>
<tr>
<td>Total Mall</td>
<td>225,000 sq. ft.</td>
<td>Koramangala</td>
</tr>
<tr>
<td></td>
<td>(20,900 m²)</td>
<td></td>
</tr>
<tr>
<td>Forum Value Mall</td>
<td>300,000 sq. ft.</td>
<td>Whitefield</td>
</tr>
<tr>
<td></td>
<td>(28,000 m²)</td>
<td></td>
</tr>
<tr>
<td>Phoenix Market City</td>
<td>700,000 sq. ft.</td>
<td>Whitefield</td>
</tr>
<tr>
<td></td>
<td>(65,000 m²)</td>
<td></td>
</tr>
<tr>
<td>Park Square Mall</td>
<td>400,000 sq. ft.</td>
<td>Whitefield</td>
</tr>
<tr>
<td></td>
<td>(37,000 m²)</td>
<td></td>
</tr>
<tr>
<td>Bangalore Central</td>
<td>225,000 sq. ft.</td>
<td>JP Nagar</td>
</tr>
<tr>
<td></td>
<td>(20,900 m²)</td>
<td></td>
</tr>
<tr>
<td>Bangalore Central</td>
<td>329,000 sq. ft.</td>
<td>ORR</td>
</tr>
<tr>
<td></td>
<td>(30,600 m²)</td>
<td></td>
</tr>
<tr>
<td>Total Mall</td>
<td>225,000 sq. ft.</td>
<td>Madhivala</td>
</tr>
<tr>
<td></td>
<td>(20,900 m²)</td>
<td></td>
</tr>
<tr>
<td>Total Mall</td>
<td>170,000 sq. ft.</td>
<td>Airport Road</td>
</tr>
<tr>
<td></td>
<td>(16,000 m²)</td>
<td></td>
</tr>
<tr>
<td>Orion Mall</td>
<td>850,000 sq. ft.</td>
<td>Malleswaram-Rajajinagar</td>
</tr>
<tr>
<td></td>
<td>(79,000 m²)</td>
<td></td>
</tr>
<tr>
<td>Royal Meenakshi Mall</td>
<td>600,000 sq. ft.</td>
<td>Bannerghatta Road</td>
</tr>
<tr>
<td></td>
<td>(56,000 m²)</td>
<td></td>
</tr>
<tr>
<td>Gopalan Mall</td>
<td>180,000 sq. ft.</td>
<td>Bannerghatta Road</td>
</tr>
<tr>
<td></td>
<td>(17,000 m²)</td>
<td></td>
</tr>
<tr>
<td>Gopalan Mall</td>
<td>280,000 sq. ft.</td>
<td>Mysore Road</td>
</tr>
<tr>
<td></td>
<td>(26,000 m²)</td>
<td></td>
</tr>
<tr>
<td>Gopalan Arch Mall</td>
<td>163,000 sq. ft.</td>
<td>Rajarajeshwarinagar</td>
</tr>
<tr>
<td></td>
<td>(15,100 m²)</td>
<td></td>
</tr>
<tr>
<td>Gopalan Signature Mall</td>
<td>300,000 sq. ft.</td>
<td>Old Madras Road</td>
</tr>
<tr>
<td></td>
<td>(28,000 m²)</td>
<td></td>
</tr>
<tr>
<td>Sigma Mall</td>
<td>235,000 sq. ft.</td>
<td>Cunningham Road</td>
</tr>
<tr>
<td></td>
<td>(21,800 m²)</td>
<td></td>
</tr>
<tr>
<td>In orbit Mall</td>
<td>339,000 sq. ft.</td>
<td>Whitefield</td>
</tr>
<tr>
<td></td>
<td>(31,500 m²)</td>
<td></td>
</tr>
</tbody>
</table>