CHAPTER 7

DATA ANALYSIS – MULTIDIMENSIONAL SCALING

7.1 Introduction

Multi dimensional scaling has been used as a technique for finding out the positioning of various malls taken up for this study. After collecting data from the mall shoppers, it has been given as an input to SPSS to bring out the perceptual map. The output was the Euclidean map, where in shopper perceptions have been visually represented. The steps used for this procedure were adapted from the book by Malhotra and Dash [111] on Marketing Research. The Euclidean map output has been carefully observed, analyzed and interpreted. Each of the mall’s position has been explained and reasoned out. Each malls perceptual position has been compared with the intended positioning strategies. The analysis has been carried out and presented in the context of each of the malls location, tenant mix, catchment area profile and other factors which could influence the positioning of a mall. For instance the intended position of the mall along and shopper perception in some case could be the same as has been found out in this research. Similarly for some malls, the intended positioning of the developers and the perception of the shoppers could be different. Some malls may need repositioning as shopper perceptions have changed over time because of the comparison with new malls in the vicinity.

Various researchers have put forward the usage of MDS as a technique for the image studies of a shopping centre [18]. For example MDS has been used to find out the effect of size and accessibility on consumer choice of retail stores, to find out the consumer choice vis a vis retail centre image and patronage. Identification of constructs like merchandise information, visual part of the store and location have been identified as constructs of store image by using MDS. MDS has also been found useful in comparing the store images of the retailers and shoppers [99].

7.2 Procedure used

The map which has been suggested by Malhotra and Dash [111] has been used.
Figure 7.1: Map Used for MDS Procedure
Source: Adapted from Malhotra & Dash, “Marketing Research – An Applied Orientation”, Pearson Education.

Step 1: Formulating the problem
Step 2: Obtaining the input data
Step 3: Selecting the type of MDS procedure used
Step 4: Selecting the number of dimensions
Step 5: Interpreting the configuration
Step 6: Checking the reliability and validity

As the malls have been growing without adequate planning with respect to positioning, the attempt has been to collect the data regarding shopper perceptions across multiple
dimensions. A visual representation of the data would be helpful for the mall developers, retailers and shoppers as well for their respective decisions. For instance, mall developers can get clues about positioning, and retailers as well as shoppers can decide mall selection for investment and shopping respectively. For this purpose, MDS has been selected. Shopper perceptions about 24 malls and more than 1000 shoppers in Delhi NCR have been obtained. The perceived relationships among stimuli are to be represented as geometric relationships among points in multi dimensional space. As mentioned in the earlier chapter on research methodology, following dimensions have been shortlisted regarding which shopper has been collected.

- Mall for Entertainment
- Mall for Shopping
- Mall for Eating
- Premium Brands /Economy Brands Mall
- Mall for Singles/ Family
- Large variety goods/ Specialty goods Mall
- Centrally located/Suburban Mall
- Theme/Generic Mall

A 2 dimensional map has been selected as the output for ease of use. The spatial map has been interpreted by examining the coordinates as well as the relative positions of the malls. Separate analysis has been carried for each of the five regions, New Delhi, Gurgaon, Noida, Ghaziabad and Faridabad. Assessment of reliability and validity has been carried out by examining the R-square and Stress value. The value of R-square has been more than 0.06 which is acceptable. The stress value has been found to be less than 0.15 which is again acceptable. Since the R-square and Stress values have been acceptable, the study can be termed as reliable and valid. Original data has been split into two parts. MDS analysis has been conducted on each of them separately. The results on both the parts were found similar. The input data has been collected at different points in time to determine the test-retest reliability.
7.3 Euclidean distance model.

The following is the SPSS output of multidimensional scaling.

![Derived Stimulus Configuration](image)

Figure 7.2: Euclidean Distance Model

7.4 Validation of the outcome

7.4.1 Stress value and R square value

Stress Value (Badness of fit)

Stress value obtained: 0.10819

Stress value needed: 0.10 is fair (Malhotra & Dash 2011)

Squared Correlation Coefficient (Goodness of Fit)

R square obtained 0.83239

R square needed: 0.6 or more (Malhotra & Dash 2011)

The spatial map has been interpreted by examining the coordinates and relative positions of the malls.
7.4.2 Interpretation of the Euclidean Map

In the Euclidean distance model, the malls have been categorized as under:

Vertical axis at the top is categorized as **High Hedonics**. High hedonics are perceived as providing entertainment with specialty/low variety for singles at the top.

Vertical axis at the bottom is categorized as **Utility Unions** with focus on shopping & eating with large range of products especially targeting families.

Horizontal axis on the left side is labeled as **Large (assortment) Suburban Generics**. These are large malls perceives as suburban in the sense, they are away from the central locations, making them difficult to access.

Horizontal axis on the right is labeled as **Central Specialists**. Located at convenient places in the middle of the cities, these malls are perceived to offer specialised products, usually with a narrow range of products.

Malls like Metropolitan, Eldeco, Mahagun and Spice are malls for entertainment, mainly for singles and since they are slightly inside of the main roads, they can be called as suburban malls.

Malls like Select City Walk, DT City centre are also malls for entertainment, mainly for singles but they are centrally located.

Malls like Pacific and Shipra are malls for shopping for families and they also offer a wide variety to the shoppers. They also can be called as suburban malls as they are located from a distance from the main road.

Malls DLF Emporia, CSM and Crown interior plaza are also for shopping for families, but are centrally located.

Sahara, GIP, Ambience, Ansal Faridabad and Metro walk Delhi could not be perceived by shoppers with any particular dimension(s). They offer both shopping, entertainment, variety of food and a wide range of products.
7.4.3 Detailed analysis of each of the sub cities is given as under:

7.4.3.1 Malls in Delhi

All the malls surveyed in Delhi are perceived to be centrally located, with none of them perceived as a suburban mall. Evidently they are located within the most populated areas and central parts of the city.

Select City walk is an upscale shopping centre located at Saket, South Delhi. This 1.3 million sq. ft air-conditioned Shopping Centre is a part of an overall complex of 54 acres that comprises of office space, a movieplex and serviced apartments. It has over 175 key stores representing over 500 Indian and international brands. Select CITYWALK houses International brands such as Zara, Esprit, Tommy Hilfiger, Mango, Aldo, Estee Lauder, MAC, Clinique, Gant, Chicco, Mothercare, CK Jeans and strong Indian brands such as Goodearth, L’affaire, Fabindia, Kalpana, Wills Lifestyle, Louis Philippe, Van Heusen, Zodiac etc. The attempt of the mall developers was to create world class destination shopping centres and to make the mall appealing to mainly the South Delhi women. In our study the mall has been perceived as a hedonic mall. The perception is that of a mall catering to entertainment. The mall’s outdoor air plaza of approximately 1 lakh sq. ft., landscaped area, water bodies and an amphitheatre may be the reasons behind this perception. Along with 500 brands he mall has a gaming arcade, doll houses, amusement rides, virtual roller coasters &
4D motion ride theatre. Select city walk works with various literary groups to train visitors in acting, art and crafts activities including painting & pottery. All these features contribute to perception of hedonism.

**Ansal Plaza** is the first mall to open in Delhi NCR region. Synonymous with shopping in Delhi Ansal Plaza is situated near the posh market area of South Extension in South Delhi. One of the most happening places in the city Ansal Plaza is not just restricted to being a shopping mall instead it is also used to hold cultural event, fashion shows and rock concerts. Built in a circular fashion around an amphitheater with a center stage along with a 45-feet high atrium French glass curtain wall that filters out ultraviolet and other harmful radiations this mall is considered an architectural splendor. Apart from shopping the mall authorities also in an endeavor to entertain their customers constantly and consistently organize music programs, art exhibitions, poetry sessions, fashion shows, etc, to make your shopping experience a memorable one. The anchor brands at Ansal Plaza at Delhi are Marks and Spencer and Shoppers Stop. Some of the well known retail brands are Adidas, Archies Gallery, Aswera, Benetton's Kids, Lacoste, Levis, Nike, Planet Sports, Reebok, VLCC While Ansal plaza is also found in the same quadrant, it deviates from Select City in the sense, it is closer to being perceived as a mall for utility as well. It has a variety of stores selling the leading brands of apparel for men, women and children, such as, Nike, Adidas, Puma, Marks and Spencer, Tommy Hilfiger and Levis. It is built in a circular fashion around an amphitheater with a center stage. Different cultural functions are organized here from time to time, such as fashion shows, live band performances and performing arts. Ansal Plaza has a perfect combination of brands and entertainment support the rating as a utility mall as well as a hedonic mall.

**DLF Emporio**’s location is at South Delhi, between Vasant Vihar and Vasant Kunj. Close to central Delhi it is well connected to every part of the city. Designed by eminent architect Mohit Gujral, it’s a spacious mall. With abundant use of Italian marble, varnished wood and gleaming brass Luxurious lifestyle is the bottom line of Emporio. The mall has an area of 3, 20,000 sq. ft. Its parking space can accommodate 2,800 cars. There is a 650 acre bio diversity park adjacent to it. The catchment area is an affluent locality and the mall attracts buyers from this financially privileged sector. The retail mix has only premium brands, designer labels and high end lifestyle products. Some of the top-end international brands that form a part of DLF Emporio are Alfred Dunhill, Bottega Veneta, Canali, Cartier, DKNY, Ermenegildo Zegna, Giorgio Armani, Gucci, Hugo Boss, Jimmy Choo, Louis Vuitton, Tods,
Tom Ford, Versaceto name a few. The mall houses fine dining restaurants, a spa, a salon and a member’s only club. Retail spaces are generously proportioned with high ceilings & large display windows to showcase merchandise. They have a SET’ Z – Restaurant and Bar, spread over an area of 19000 square feet featuring six world cuisines – Arabic, Japanese, Chinese, Thai, Italian and Indian. DLF Emporio is found in the Euclidean map as a utility mall. Comparing the location and tenant mix of the DLF Emporio and the malls’ position in the perceptual map, it can be concluded that the mall has been successful in positioning itself as a destination mall for luxury brands. The utility expected by a shopper at the mall are the benefits of buying high end international and Indian luxury brands.

**Metro walk** is perceived as a mall for utility driven purchases. Metro Walk mall is located at Rohini and is well connected by inner ring road, outer ring road as well as Delhi Metro. Spread over 62 acres it houses Metro walk shopping mall and an amusement park named Adventure Island. The mall houses brands like Adidas, Raymond’s, Ruby Tuesday, Pizza Hut, Girl Forever, Benetton, Pantaloons, E-zone, Biba, Titan, McDonald’s Costa Coffee, KFC, Pizza Hut and Big Bazaar. The catchment area consists of Punjabi Bagh, Rajouri Garden, Shalimar Bagh, Model Town, Ashok Vihar, North Campus and other places with high density of population belonging to higher income group. In the Euclidean map, the mall falls under the utility union, but higher than DLF Emporia and closer to the line dividing the Utility Unions and High Hedonics. Therefore the perception of Metro Walk is that of a mall providing both utility and entertainment, with utility getting an edge. However the effort of the developers appears to position it such a way that entertainment has an edge over utility. The presence of strong brands including Big Bazaar and absence of any retail zone in the vicinity give utility a perceptual edge over entertainment in this analysis. Metro walk mall is located at Rohini area of New Delhi. It houses Big Bazaar and other outlets targeted at middle income groups. It has entertainment avenues as well. However Big Bazaar appears to dominate the perceptions and hence it is a utility mall.

### 7.4.3.2 Malls in Gurgaon

Out of the four malls surveyed in Gurgaon, 2 are perceived as malls focussed on entertainment and the remaining two as those targeting the utility driven customers. **DT City Centre** is also perceived as a mall for entertainment, but is closer towards the horizontal separating utility and entertainment. DT City centre mall opened in 2001, it was the first mall to have opened in Gurgaon. Primary stores include Lifestyle stores, Maspar, Pizza Hut, Ruby
Tuesday and Mehrasons Jewellers. This mall has **DT Cinemas** multiplex with 4 screens that feature both Hindi and English movies. The anchor store is  Lifestyle stores which has a variety of product lines for different age groups **DLF City Centre** is the mall that gave the people of Gurgaon the taste of American mall culture which further lead to change in outlook for people of Gurgaon and New Delhi about malls the mall has the problem of parking space. DT City centre is perceived as a mall for entertainment. DT Cinemas is the only main entertainment place. There is no other major source of entertainment in the mall. So it is surprising that it is perceived as a mall for entertainment. The plausible explanation is the lack of significant number of good brands available for shopping. In the whole mall, the renowned names are Life Style which is the anchor store, LG, Bata, Dominos and Barista. It is not the presence of sources of entertainment, but the lack of major brands for shopping which strengthens the perception of DT City Centre as a mall for entertainment. The mall also lacks in wide range, and now is attracting fewer footfalls as well. . Given the completion from nearby malls like ambience and metropolitan which have a large range of merchandise, to survive this DT City Centre can reposition itself as a mall for entertainment. The retail mix may also be gradually changed to support the repositioning.

**Sahara** Mall is perceived as a utility mall. Spread over 3.89 acres, Sahara mall is located on the main Mehrauli-Gurgaon road. Big Bazaar as an Anchor store contributes major to the
mall being seen as a shopping centre for purchasing value for money products. The mall has many other mid price brands targeting the middle income groups. It is one of the success stories of a well positioned mall. This first super mall of Sahara Group was launched in March 2001. Major stores are Big Bazaar, Pantaloons, Charlie Outlaw, Hallmark, Raymonds, Catmoss, Lilliput, Woodland and Liberty It is houses food chains and food courts like Crave, Odyssey, Haldiram, Salsa, and Punjabi Tadka. There is also a multiplex managed by PVR for recreational and leisure activities. Sahara mall has positioned itself for the mid market segment by inviting Big Bazaar and traditional Indian F&B outlets like Haldiram’s (Kar and Sahoo, 2007). In this research Sahara Mall is perceived as a utility mall. Big Bazaar as an Anchor store contributes major to the mall being seen as a destination shopping centre for purchasing value for money products. The mall has many other mid price brands targeting the middle income groups. Hence the mall’s positioning and the shoppers perception about the positioning is the same.

Ambience mall is positioned as the longest mall in India. It is the biggest integrated mall in India with a walk away if almost a kilometer per floor within the mall. Ambience mall is located at Gurgaon on the Delhi – Jaipur Express way and is a few kilometers away from the international airport. The mall is well connected to Delhi, Faridabad, Jaipur and other major towns of North India. This 1.8 million sq. ft. mall is developed over area of 16.5 acres. Ambience mall has a five star deluxe hotel, serviced apartments, entertainment options including seven-screen multiplex, a food court, children’s play and party area, four dimension movies, open air theatre for exclusive fashion shows and music programmes, Platinum shopping housing international luxury brands, Corporate Tower, a Hyper market and a bowling alley. The mall has a three level basement parking with a capacity of about 2000 cars. Some of the well known tenants are Big Bazaar, Jack & Jones/Veromoda, Next, Reliance Trends, Reliance Trends, Reliance Footprint, Westside, Debenhams, Marks & Spencer, Pantaloons, Reliance Digital, Reliance Timeout. The catchment area is the affluent population residing at South Delhi, West Delhi, Central Delhi and DLF City, Shushant Lok, Palam Vihar and Udyog Vihar in Gurgaon. In our study, ambience mall is rated as a suburban and also utility mall. It is also very close to hedonism. Therefore the mall is visited for the purpose of entertainment as well. Ambience falls in the same quadrant as Sahara. The difference being, ambience is closer to the entertainment perception as well. Ambience also caters to upper middle income and upper income with its high end and international brands where as Sahara mall caters to the middle and low income groups. With its huge range of
shops the positioning of the mall as a shopping centre blended with entertainment is matching with the perception of the shoppers.

**MGF Metropolitan** is perceived as a mall for entertainment in this research. MGF Metropolitan is located at M. G. Road, DLF City Phase II at Gurgaon. It is built over 3, 50,000 sq.ft and achieved 100% occupancy in the first year of operation itself. The mall has brands Shoppers Stop, McDonalds, PVR Cinemas, Archies, United Colors of Benetton, Marks & Spencer, Nike, Reebok, Barista, Planet Sports, Pizza Hut, Guess, THS, Sony Hidesign, Lacoste and Bose amongst others.

Amoeba Bowling Alley, Video games, PVR Cinema, and a kid’s entertainment zone appear to support the perception. Another factor contributing to the perception is the absence of a departmental store like Big Bazaar or Easy Day in the mall. The brands at this mall are a mix of international and national malls that cater to the upscale catchment segment of Gurgaon. The mall also has destination cafes, restaurants, fast food centres and bars. The PVR multiplex with its 7 auditoriums is the mainstay of the entertainment segment. MGF Metropolitan Mall, Gurgaon is clearly perceived as a mall for entertainment. Amoeba Bowling Alley, Video games, PVR Cinema, and a kid’s entertainment zone appear to support the perception. Another factor contributing to the perception is the absence of a departmental store like Big Bazaar or Easy Day in the mall. The design of the atrium projects the image of a bustling shopping centre and also facilitates the ambience of leisure in the mall. The atrium highlights the entertainment component of shopping. The mall attracts good footfall. To attract more crowds, the mall needs to position itself as a destination shopping centre for premium brands supported by entertainment avenues.

7.4.3.3 Malls in Noida

Out of the 4 malls surveyed in Noida, one mall is perceived as a hedonic mall, 3 as utility malls.. 3 malls are perceived as suburban malls and one as a centrally located mall.

**Centre Stage Mall** (CSM) is the only mall which is perceived as a centrally located mall. CSM, which was the first mall in Noida, is located at Sector 18, within Atta market which was the central market of Noida. Hence the perception of being centrally located supports the Tuesday. It also houses, 5 movie theatre wave multiplex, kids zone and a food court. Haldiram and Tata Westside are the anchor tenants. Tata Westside is spread over two floors covering an area of 14,500 sq. ft. This mall was doing well when there was no competition in
the area. As The Great India Place (TGIP) started its operation, the footfall at CSM fell nearly to half. The ambience, range and entertainment avenues at GIP had a direct impact on CSM footfall. The attractiveness of CSM compared to the open markets paled into insignificance after the entry of GIP. Initially CSM catered to all those who looked for shopping, entertainment as well as food. Now it is perceived as a utility mall. The perception is important, as Great India Place (GIP) which started later comes with an huge range of shops, an entertainment park and a large food court. This seems to have lead to a relative shift in the perception of CSM as a utility mall. With most footfalls now shifting to GIP, CSM is a mall which is visited for a pre planned purchase. The recent opening of an over bridge connecting CSM and TGIP which are on the opposite of the road makes its convenient for shoppers to visit both the malls. However for long term sustainability, CSM needs to reposition itself. Repositioning as a mall for entertainment is difficult as TGIP has better avenues of entertainment. It can reposition itself as a mall catering to middle and lower middle income segment, as there is no large mall in Noida catering to this segment now. Or they may position themselves as a theme mall, as theme based mall are doing well in the Delhi NCR region.

**Great India Place** (GIP) is perceived as a mall for utility Great India place mall is located in sector 38 opposite to the traditional market called as Atta market in Noida. It is a part of
larger entertainment city amusement park. A significant area is occupied by Future Group ventures Big Bazaar, home Town and Pantaloon. Home and Grocery zone is in the basement, food and entertainment is on the top floor with a 6 screen multiplex. Spread over 1 million sq ft, it has six anchor stores - Lifestyle, Globus, Shopper's Stop, Pantaloon, a hypermarket - Big Bazaar and a home-style store - Home Town. The amusement park, world of wonders has rides imported from Italy, Switzerland and USA. The multiplex has 6 screens and includes a gymnasium and bowling alley. The footfalls at the mall consist of mainly students and service class people with high disposable income and high propensity to spend on shopping and entertainment. The mall is perceived in this study as a utility malls, however it is quite close to the perception of an entertainment mall. Being an integrated mix-use destination with large department stores like Big Bazaar and wide range of retail outlets combined with an entertainment park make it a mall both for utility and entertainment. It is important to note that even though GIP is located just on the other side of the road to CSM, it carries the perception as being that of a suburban mall, as shoppers find it difficult to cross the road. The recently constructed over bridge is expected to have altered that perception.

**Shipra Mall**, the first established in Ghaziabad (bordering Noida), is perceived more as a utility mall. It needs to be mentioned here that, Shipra Mall falls in the Indirapuram region of Ghaziabad bordering Noida. The catchment area consists of people who either stay or work at Noida and Indirapuram areas of Ghaziabad. Hence for the purpose of research, Shipra has been considered as part of Noida. With an area of 4.5 lakh square feet, the mall has over 100 national & international brands, a 3 screen multiplex, 17,000 sq ft of Kids Zone, 15,000 sq ft of Food Court, Amphitheatre & Parking for 1000 cars. The anchor tenants are Shoppers Stop, Globus and Food Bazaar. The mall has been designed Shipra Mall, developed by Shipra Motel & Restaurants Limited is designed to be more than just a Cineplex / Multiplex. With a spacious lawn and constructed in a classical Roman style Architecture, it could have been a hang out place and could have been perceived as a hedonic mall. But with the population around the mall visits Shipra for their utility driven purchases like grocery, mid range garments and accessories. Hence the perception is that of a utility mall. The mall had no competition earlier in the locality. Recently Aditya mall has come up in the neighborhood with Big Bazaar as an Anchor tenant. Mahagun mall has also come up at adjacent Vaishali with Easy day hypermarket as an anchor tenant. Hence competition for the “utility” space has intensified in this region; therefore, the mall needs to re think about its positioning. The mall has a large landscape and has been claimed to be designed as a one-stop-destination for
entertainment and leisure. However the avenues for entertainment are limited compared to those of Great India Place and MetroWalk. As the chunk of the utility cake is taken away by nearby new malls, Shipra mall can position itself as a entertainment centre. For this the malls needs to include more avenues for entertainment. It could as well position itself as a premium goods mall. But the support for this position from the catchment area which has middle and lower middle (unlike the upper middle income segment at South Delhi which supports high end Select Citywalk mall) may not be enough to sustain the position of a premium goods mall. Hence it is suggested that Shipra Mall reposition itself as a mall for entertainment and do the necessary changes in the tenant mix for supporting such position.

**Spice Mall** is perceived as a mall for entertainment. Spice Mall is located at sector 25 A, Noida. Some of the well known retailers in the mall are Reebok, lotto, Balujas, FAB India, Nike, Subway, Nakshatra, Koutons, Pizza Hut and Archies Gallery. Spice Mall has a low range of shops compared to other malls like TGIP and CSM in Noida. With Haldiram and Spice Cinema as anchor stores, it is a hang out place for the population in the catchment area, especially students. Hence it is reasoned that the shoppers perceive the mall as a mall for entertainment. With no competition in the catchment area, the mall is doing well at present. Hence no repositioning efforts may be required at present.

**7.4.3.4 Malls in Ghaziabad**

Out of the 4 malls surveyed in Ghaziabad, 2 fall under the high hedonic category and the remaining under utility unions’ category. 3 are perceived as suburban malls and 1 as a centrally located mall.

**East Delhi Mall** (EDM) perceived as a centrally located mall. East Delhi Mall, also popularly known as EDM, is located at Kaushambi. It has a shopping area spread over three floors. Big Bazaar is the anchor stores. The catchment area is the middle and lower middle class neighbourhood of residential areas, Kaushambi, Vaishali and Vasundhara. The mall houses brands such as McDonalds, Pizza Hut, Archie’s, Meena Bazaar, Lilliput, Café Coffee Day, Plant M, Lee Cooper, Zodiac, Numero Uno, Raymond’s and Adidas. On the top floor there is a food court and PVR Cinemas with a 3 screen multiplex. The unique feature of the mall is EDM Haat, which resembles the open markets of Delhi. There are numerous small shops offering a range of merchandise including garments, footwear and handicrafts. The mall is situated very close to the Inter State Bus Terminus (ISBT), Anand Vihar, and metro railway hub. A movieplex, discotheque and a video games zone gives it an impression of a
mall more for entertainment and less for shopping. Big Bazaar as an anchor stores, keeps EDM closer to the horizontal separating hedonics and utility. The mall is on the main road, giving the perception of a centrally located mall. From the back end, the mall is closer to residential localities. EDM has good tenant occupancy and a good footfall. It caters to the middle income with anchor tenants like Big Bazaar and McDonald. Students of nearby education institutions use it as a hang out place. This makes EDM’s hedonic component edge out the utility component. The mall is doing well and does not need any repositioning for the time being.

**Mahagun Metro Mall** is rated as a hedonic mall. The mall is situated in the middle of the densely populated areas of Vaishali, It features premium brands, multiplex, food court and corporate office spaces that makes it a one stop destination. The anchor tenants are Easy Day Hypermarket and PVR Cinemas. The other well known retailers are Nike, Adidas, Reebok, Next, Max Retail, Levis, Louis Phillip, Arrow, Numero Uno, McDonalds, Reliance Trends and Moti Mahal Delux. The mall has around 7,00,000 sq. Ft. of retail space. The rating of a hedonic mall could be because of the small number of stores it had at the time of survey. Movieplex was the main attracted at the time of the survey. Situated away from the main road, it is perceived as a suburban mall. Being located in the principle commercial area, Mahagun is doing well with hardly any competition in the locality. There is hardly any...
competition from the nearby Ansal Plaza as it is a factory outlet mall. It is having good footfall as of now. With the locational advantage, Mahagun is today a destination centre for shopping and entertainment.

**Pacific Mall** is rated as a utility mall. It is located at UP Delhi border in Ghaziabad. It is mainly a shopping mega mall, multi-Cineplex, amusement park, food plaza, night spot, corporate center rolled into one. It contains stores of well-known designers apart from regular apparel brands. This mall also has an IMAX theatre 3 screen multiplex of Big Cinemas. The unique feature of this mall is the huge atrium. It gives a feeling of spaciousness and has the best height to base ration in the area. The covered area is huge and bigger than the nearby Shipra Mall. There are four floors including the basement. The basement has the anchor stores, Spencer’s hypermarket and Tata Croma. The mall has. Another attraction at the mall is the huge food court which can accommodate even the week end large crowds. Some of the well known retailers are Adidas, Archies, Barista, Chunmun Stores, Color Plus, Globus, and Koutons. Levis, Moti Mahal Delux, My Dollar Store, Nakshatra, Nike, Nokia, Parx, Peter England, Pizza Hut, UCB, Provogue, Rituwears, Woodland and Zodiac. Departmental stores Spensors and Electronic retailer, Croma are the Anchor stores, it is destination for shopping. Located more in the Ghaziabad part (away from Delhi), Pacific is again perceived as a suburban mall. It is a mall providing shopping, entertainment and food all in well balanced proportion, catering to higher strata of the middle income group compared to that of EDM which is its closest competitor. Some of the stores have recently expanded their area in the mall and have started offering premium merchandise given the impression of a mall housing premium brands.

**Ansal Plaza** is rated as a utility mall. Ansal Plaza claims to be North India’s first factory outlet mall. The anchor store is the hypermarket, Vishal mega mart which offers grocery, garments and apparels, fashion accessories, jewellery, footwear, toys and appliances. Some of the other well known retailers are the factory outlets of UCB, Lacoste, Provogue, Esprit, Catmoss, Lilliput, Liberty, , Reebok, Allen Cooper , VIP, Samsonite. The mall also has a 3 screen Big Cinemas on the top floor. Vishal Mega Mart which caters to the middle and lower middle income groups. Not surprisingly it is rated as a utility mall. Ansal Plaza has strong competition from nearby mall, Brand Factory, which sells seconds of premium brands. Without Vishal Mega mart, Ansal Plaza can have trouble to survive. This could be the reason, that it has rented its space to many offices in recent times.
7.4.3.5 Malls in Faridabad

Out of the 4 malls surveyed, 3 malls are for entertainment and 1 mall is perceived as a mall for utilities. 2 malls rated as suburban malls and 2 rated as centrally located malls.

**Figure 7.7: Malls in Faridabad**

**Eldeco Station 1 Mall** is perceived as a mall for entertainment. This mall is located at Mathura Road, Faridabad. The key feature of this mall is that it based on a theme. It has the contours of a classic steam engine that lets out steam, whistles and hoots at regular intervals. This is aimed at getting high visibility. The interiors are classic train themed with railway tracks and posters, kids toy train, train-themed restaurant, railway memorabilia. The mall has five floors spread over an area of 1.5 lakh sq metres. The various zones in the mall are the Kid's Zone, Shopping Zone, Food Court and Entertainment Zone. The Kid's Zone includes an Indoor Amusement Park, Cartoon Theatre, Toy Train and a Play Zone. Other important components of the mall are 3 screen, 2 level SRS multiplex, lounge bar and a discotheque. All these are the factors are influencing the perception of Eldeco Station 1 as an entertainment mall. Located on Delhi Mathura Road, away from the populated areas it is perceived as a suburban mall. Some of the well known retailers are KFC, SRS cinema, Big life, Karim, Ritu wears & SYNK. The mall is perceived as an entertainment mall in this research. The train theme and kids zone seem to support the perception. As other competing malls are based on utility, the perception of an entertainment mall goes well with Eldeco.
**SRS Mall** has been rated more as a mall for entertainment but closer towards being a utilities purchase mall as well. SRS Multiplex started in the year 2004. A flagship project of the SRS Group, spanning over 137970 sq. ft., SRS Mall is a full service mall that includes SRS Cinemas, SRS Value Bazaar retail store, Sweets & Food Court, Restrobar, and Club & Spa and also a swimming pool. The positioning of SRS is to provide wholesome shopping experience to families who can shop, have food, get entertainment by watching movies, use the health club, spa and swimming pool for health and relaxation. The mall has succeeded in its positioning. SRS cinemas, games arena, health club, spa and a swimming pool strengthen the perception of hedonism. The departmental store SRS value bazaar pulls the mall and brings it closer to the perception of a utility mall as well. SRS is doing well at present. Any more malls coming up with a similar mix of utility and mall may to repositioning itself or have a lesser market.

**Ansal Crown Plaza** is rated high on entertainment but the rating as a mall for shopping is high as well. Ansal Crown Plaza is located at 29th Milestone, Mathura Road near Ajronda Crossing, Sector 15A, Faridabad. Along with retail stores, the mall has a 3 screen multiplex, a food court, a banquet hall and a kid’s zone. Located almost in centre of Faridabad, it scores heavily on its location advantage. The major retailers of the mall are Panasonic, Swatch, Nokia, Lacoste, Colour Plus, Gautier, Planet Sports and McDonalds. The food courts has Indian, Chinese, Continental, Lebanese and Mexican cuisine. The five star banquet facility along with an open air terrace hosts parties and social events. Ansal Crown Plaza is perceived as a mall for both entertainment and shopping. The mall has been able to succeed in its positioning as a mall for both entertainment and shopping.

**Crown Interiorz** is rated as a utility malls. This mall is located on the national highway at Faridabad. It is spread over 5, 00,000 sq. ft. Two floors are dedicated to interior product showrooms for homes and offices. The anchor store is the Reliance Hypermarket which is its largest hypermarket at Delhi NCR region. The mall is perceived as a utility mall in this research. In that sense the mall has succeeded in its positioning itself as an A to Z interior products mall at Delhi NCR. The mall is base on the Fusion Mall Concept, i.e., all the products under one roof. That it houses the largest Reliance Hypermarket in NCR justifies its perceptions as a mall for shopping.
7.4.4 Discussion

It is important to know that, even though all the malls carry shopping goods, entertainment and food, perception of the target population varies from mall to mall. Perception has taken a tilt towards the dominant component of the mall could be entertainment, shopping or some other aspect.

Observing Figure 7.2, it is clear that all the malls are centrally located. There appears to be scope for a suburban mall. However as shoppers of Delhi regularly visit malls in neighborhood cities of Gurgaon and Noida, the scope for a suburban mall is limited.

In Gurgaon, both the malls, Sahara and Ambience carry a similar perception. The only difference is that the target segment is different. Sahara mall caters to the middle income group, whereas Ambience caters to the upper income segments. Observing Fig. 4, there seems to be a scope for utility driven mall. However, Sahara mall fill the gap. The perception of Sahara being a suburban mall is that it is on one end of the Mehrauli Gurgaon Road (called as the mall road of Gurgaon), yet is very close to the populated areas of Gurgaon and hence the mall scenario is perfectly fine, with virtually no scope for any new mall offering the same formula of shopping, food and entertainment in Gurgaon. There is a scope for specialty malls though.

Observing Figure 7.4, it can be seen that in Noida, there is a scope for a centrally located mall focused on entertainment. The gap to some extent has been closed by the construction of an over bridge connecting CSM and GIP malls. It is more convenient now to visit both the malls which are on the opposite sides of the road. As GIP has an entertainment park, the entertainment needs of the population closer to sector 18 are met. While those areas closer to sector 62 & sector 63, can easily support a hedonic mall.

In Ghaziabad region, the space for a centrally located utility focused mall is looks open. However we see that almost all the malls target middle income and lower income groups and offer value for money range of merchandise. Two of them EDM & Mahagun are perceived more as hedonic places, but that doesn’t discount the fact that the merchandise they offer is also utility focussed. The scope for another, “All in one mall” appears to be nil. Almost all the mall are strategically well located, with no competition in their respective catchment areas within Ghaziabad. There is a scope however for a mall positioned as a centrally located entertainment mall
Observing Fig. 7.6, related to Faridabad, there appears to be a scope for a suburban mall based on utilities (shopping goods). However with the largest Reliance hypermarket in Crown Interiorz, the scope for another similar mall is limited in Faridabad.

From the findings of this research it can be noted that the consumer perception regarding the positioning of some of the malls is clear. However there are many malls which are perceived to be similar to each other which is quite confusing to the shoppers. Among the 24 malls surveyed, 12 malls are cluttered at one place. Many of them are close to each other; the conclusion being drawn is that most of them are more or less perceived similarly. In most of the regions surveyed, there is a scope for a mall with a new positioning. Hence it is important for the malls to identify the positioning while developing a new mall.