CHAPTER - IV
CHANGING SCENARIO-RETAIL SECTOR ALONG THE METRO LINE

“Marketing is so basic that it cannot be considered as separate function. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view.”

Peter Drucker

“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.”

Mahatma Gandhi

India and more so Bengaluru in particular has come a long way in retail sector from the kirana stores to the Hypercity and in apparel from a tailor made garment to the luxury brands. The latest gap being bridged between the consumer and brand is the luxury of on-line shopping, which is though at a very nascent stage in India. This chapter would deal with the types of retail formats in general and also the available formats in the area studied. It would also deal with the understanding of the retail trends in terms of fashion apparel and a survey of the fashion awareness of the people living in these suburbs. The survey would also explore the factors that affect consumer behaviour and their retail practices. The brands that they are aware of and the formats they shop at, pertaining to fashion apparel as the category exposure in Bengaluru has changed due to globalization.

4.1. Understanding marketing, wholesale, Retail, consumerism and individualism

Marketing: Marketing is about identifying and meeting human and social needs for profitably (Kotler and Keller 2009:39). Marketing is a standout amongst the most essential capacities in the realm of business. It distinguishes unfulfilled needs and desires, characterizes and measures their extent, figures out which target market the association can best serve, settles on suitable items, administrations and projects to
serve these businesses, and calls upon everybody in the association to think and serve the client. Marketing is the coerce that confronts a country's industrial ability to meet the general public's material needs. It inspires the expectation for everyday life of individuals in the society.

**Wholesale:** Oxford Dictionary, wholesale is, “The business of selling of goods in large quantities and at low prices, typically to be sold on by retailers at a profit”. The motion of commerce comprises of trade of items and administrations for cash. Wholesalers offer merchandise in huge amounts to organizations, including lodgings, caterers and others, and additionally to retailers who offer to people in general in moderately little amounts for utilization or ingestion. Wholesalers attempt to give the best administration to their clients by going about as trade facilitators and by distinguishing and offering answers for their customer needs.

**Retail:** Retailers can perform under diverse organizations, offer distinctive items, have distinctive permissible structures, and be positioned in diverse areas. Retailer's viable capacities originate from its enhanced capacity than produce the scope of merchandise that buyers will need to purchase and offer them in the right way, in the right area at the right place. However eventually, contrast between wholesale, retail and manufacturing firms has gradually smudged.

**Consumerism:** Every individual is a consumer, regardless of occupation, age, gender, community or religious affiliation. According to Merriam-Webster dictionary, consumerism is “the belief that it is good for people to spend a lot of money on goods and services”. Consumerism is the “social movement seeking to augment the rights and power of buyers in relation to sellers.” (Kotler, 1972) Consumerism is a social and economic order that is focused around the deliberate creation and cultivating of a craving to buy products or administrations in ever more prominent sums. In a nutshell the decision of customers ought to manage the economy structure of a general public.

India is a developing economy and the level of education is low in India, henceforth the buyers are frequently abused, deceive by misleading ads, bundling, poor after deals administration, debasement et cetera. Retail today is the survival of the fittest.

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1. [http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf](http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf) (29-08-2014)
2. [http://www.eurocommerce.eu/media/87967/eurocommerce_study_v2_hd.pdf](http://www.eurocommerce.eu/media/87967/eurocommerce_study_v2_hd.pdf) (29-08-2014)
3. [http://shodhganga.inflibnet.ac.in/bitstream/10603/4464/13/13_chapter%204.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/4464/13/13_chapter%204.pdf) (29-08-2014)
However there has been a significant change in the state of mind of the Indian customer in the last few decades. Today's shopper needs to lead a life of extravagance and solace and needs to live for today and does not have confidence in putting something aside for what's to come. Their purchasing limit has expanded owing to the increment in wage because of better job prospects.

**Individualism:** According to Merriam-Webster dictionary, individualism is “the belief that the needs of each person are more important than the needs of the whole society or group”. Individualism is the notion that the individual’s life fits in with him and that he has a basic right to live it as he sees fit to follow up on his own judgment, to keep and utilize the result of his exertion, and to seek after the estimations of his selection. It's the notion that the individual is sovereign, an end in himself, and the key unit of good concern⁴. Collectivism is the notion that the individual’s life has a place not to him yet to the gathering or society of which he is just a part, that he has no rights, and that he must give up his qualities and objectives for the team's "greater good." According to collectivism, the congregation or society is the fundamental unit of ethical concern, and the individual is of worth just insofar as he serves the gathering. As one supporter of this ideology states: "Man has no rights with the exception of those which society grants him to appreciate. From the day of his birth until the day of his death society allows him to enjoy certain so-called rights and deprives him of others; not . . . because society desires especially to favor or oppress the individual, but because its own preservation, welfare, and happiness are the prime considerations⁵.”

### 4.2. Understanding retail

The word retail is derived from the French word ‘*retaillier*’, meaning ‘to cut a piece off or to break bulk’. In simple words it implies first hand transaction with customer. Retailing embroils through interface with the client and the coordination of business exercises from end to end- right from concept or design stage of a product or offering to its delivery and post-delivery to the client. Retailing forms an integral part of the marketing mix and incorporates components like product, place, price, people,

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⁴ [https://www.theobjectivestandard.com/issues/2012-spring/individualism-collectivism/](https://www.theobjectivestandard.com/issues/2012-spring/individualism-collectivism/) (29-08-2014)

presentation and promotion. Retail formats are of various types: based on location, ownership, merchandise category, size and price and by concessions (Vedamani 2003: 4-88).

4.2.1. Retail types

The word retail is derived from the French word ‘refaillier’, meaning ‘to cut a piece off’ or ‘to break bulk’ (Vedamani 2003:10). Retailing alludes to a methodology where the retailer offers the merchandise directly to the end-client for his own particular utilization in lesser measures. Retail industry incorporates all set of exercises to offer the products or services to the last consumers for individual, non-business utilization. Before we understand the retail types present in the area under study, we must understand the different types of retailing. There are three types of retailers: (1) Store retailers: They function on a fixed point of sale and relying on the certain criteria they are partitioned into Department store, Discount Stores, Specialty Store, Category Killer, Convenience Store, Off-Price Retailer, Warehouse Clubs. (2) Non-store retailers: They utilize different techniques, for example, television of "infomercials" immediate reaction publicizing and so forth. They are classified as Direct Selling, Direct Marketing, Automatic Vending and Buying Service. (3) Corporate Organization: They attain economies of scale, superior purchasing power and extensive brand recognition and well trained employees on account of the central buying of the merchandising. They are classified as Corporate Chain Store, Voluntary Chain, Retailer Co-operative, Consumer Co-operative, Franchise's Organization and Merchandising Conglomerate⁶.

Store retailers have various types of Retail outlets:

With the growth and expansion of retail industry it is difficult to define which retailer falls in which category as evident in the table below⁷.

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⁶ http://devendramantra.weebly.com/1/category/smu-assighnments/1.html 01.08.14
⁷ http://www.investingintamilnadu.com/india/doc/FICCI_Reporton_IndianRetailMarket.pdf 12.01.14
A detailed category of retail types can be as described here:

1. **Convenience Store/ Mom and Pop Store** (*Kirana* Store in India): Convenience Stores are the most common types in India, they are well located stores with ease of shopping and personalized services and they stay open for long hours, they are also called as Mom and Pop stores, as they are small stores run by individuals in the nearby locality to cater to daily needs of the consumers staying in the vicinity and might not have high end products. They offer selected items and are not organized. The size of the store may be very small depending on the land available to the owner. They wouldn’t offer high-end products and are visited 2-3 times a week by the consumers. The merchandise that they sell is mostly daily need like Eggs, Bread, Stationery, Toys, Cigarettes, Cereals, Pulses and Medicines.

2. **Supermarket**: Supermarket is a self-serviced food store with limited sales of non-food items at low prices. They are large in size and carry 9000-11,000 items that are properly placed and arranged in specific departments. A supermarket is an advanced form of the small grocery stores and caters to the

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**Fig 42: Formats adopted by key players**

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Original Formats</th>
<th>Later Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>RPG Retail</td>
<td>Supermarket (Foodworld)</td>
<td>Hypermart (Spencer's) Specialty Store (Health &amp; Glou)</td>
</tr>
<tr>
<td>Piramal's</td>
<td>Department Store (Piramyd Megastore)</td>
<td>Discount Store (TruMart)I</td>
</tr>
<tr>
<td>Pantaloon Retail</td>
<td>Small format outlets (Shoppe) Department Store (Pantalon)</td>
<td>Supermarket (Food Bazaar) Hypermart (Big Bazaar) Mall (Central)</td>
</tr>
<tr>
<td>K Raheja Group</td>
<td>Department Store (Shopper's Stop) Specialty Store (Crossword)</td>
<td>Supermarket (TBA) Hypermart (TBA)</td>
</tr>
<tr>
<td>Tata/ Trent</td>
<td>Department Store (Westside)</td>
<td>Hypermart (Star India Bazaar)</td>
</tr>
<tr>
<td>Landmark Group</td>
<td>Department Store (Lifestyle)</td>
<td>Hypermart (TBA)</td>
</tr>
<tr>
<td>Others</td>
<td>Discount store (Subhiksha, Margin Free, Apna Bazaar), Supermarket (Nilgiri's), Specialty Electronics (Vivek's, Vijay Sales)</td>
<td></td>
</tr>
</tbody>
</table>

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(3) **Warehouse Stores:** A retail format which sells limited stock in bulk at a discounted rate is called as warehouse store. Warehouse stores do not bother much about the interiors of the store and the products are not properly displayed. It provides services at low prices to consumers and small businesses. Example of Warehouse store in Bengaluru is metro Cash and Carry.

(4) **Department Stores:** A department store is a retail establishment that offers extensive variety of items to the end-clients under one roof. Here, the buyers can get practically all the merchandise they desire to shop at one space. Department stores give an extensive variety of alternatives to the consumers and hence satisfy all their shopping needs. Merchandise available at Department stores are: Electronic Appliances, Apparels, Jewellery, Toiletries, Cosmetics, Footwear, Sportswear, Toys, Books and CDs, DVDs. Examples of Department stores in Bengaluru are Shoppers Stop, Pantaloon, etc.

(5) **Discount Stores:** Discount stores offer merchandise to the end-clients at a marked down rate. The markdown stores for the most part offer a constrained extent and the quality in specific cases may be somewhat substandard as contrasted with the retail chains. They target middle-class and lower class customers who are searching for good value buy. Wal-Mart as of now has more than 1300 markdown stores in United States. In India Vishal Mega Mart is an example of a discount store. Products sold here is very nearly the same as department store yet at a lower value.

(6) **Speciality Stores:** As the name indicates, Speciality store would focus in specific merchandise and would not offer general merchandise. Speciality stores offer merchandise of one brand to the customers and essentially concentrate on high client fulfilment. For instance, you will discover just Reebok products at Reebok store and nothing else. You can never discover Adidas shoes at a Reebok outlet.
(7) **Off price stores:** An off-value chain offers brand–names and designer labels and offers them at a low cost in a proficient, restricted service environment. The three exceptional categories of off-value retailers are outlet, closeout, and single-price retail stores. The most well-known is the **Factory Outlet Stores:** Outlet Stores are off-value retailers possessed by manufacturers or by division or speciality store chains and are regularly alluded to as factory outlets. A factory outlet is a manufacturer–owned store retailing manufacturer closeouts, discontinued merchandise, irregulars, cancelled orders, and occasionally, in season, first quality stock. Factory outlet stores are usually situated on outskirts of town, lowering development and operating costs and the distribution channel.

(8) **Hypermarkets:** Hypermarkets were formed in France after World War II. A hypermarket is an extensive retail store offering merchandise at low costs. It conglomerates a discount store and superstore food retailer in one warehouse like building. Hypermarkets in area may occupy upto 300,000 square feet and would stock varied merchandise amounting to over 50,000. Hypermarkets are exceptional as far as store size; low operating margins, low costs and the size of general merchandise assortment. The store offers an expansive mixture of essential merchandise ranging from food to consumer electronics. All hypermarkets are focused around three concepts of: one stop shopping, ample of free parking and a discount pricing strategy. Example of Hypermarket in Bengaluru is Hyper City.

(9) **Flea Market:** A flea market has a numerous retail merchants selling a variety of items at markdown costs in simple surroundings. It is hundreds of years of old established custom of street selling where customers touch the merchandise and bargain over the costs of merchandise. They may be indoor or outdoor. The recent pattern in flea markets includes online flea markets, for example, ebay and Amazon.com. In Bengaluru Soul Santhe the monthly fest is an illustration of Flea Market.

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(10) **Malls:** Many retail stores operating under one roof form a mall. A mall would consist of several retail outlets each selling their own merchandise but at a common platform. Example of Malls in Bengaluru is Forum, Phoenix, etc.

(11) **E Tailers:** Nowadays the customers have the option of shopping while sitting at their homes. They can place their order through internet, pay with the help of debit or credit cards or sometimes cash on delivery and the products are delivered at their doorstep. In this kind of shopping; the transportation charges are sometimes borne by the consumer itself. Example of E Tailers are Rediff Shopping, Ebay, Amazon but the most common ones in Bengaluru are Flipkart, Amazon.in, Bigbasket.com etc.

(12) **Dollar Stores:** Dollar stores offer selected products at extremely low rates but here the prices are fixed. Example of Dollar stores are Stores that offer all its merchandise at one dollar only. In Bengaluru also we see stores in Jayanagar Complex selling such goods (pick any at Rs.100/- only). However the quality of the product is always in doubt at such stores ⁹ (Mesher 2010:62-87 and Vedamani 2003:90).

### 4.2.2. Retail trends

Retailing is the world’s largest private industry and over the past few decades retail formats have transformed worldwide. The department stores and cooperatives of the early 20\(^{th}\) century have been replaced by hypermarkets and organised convenience stores like 7-Eleven. Globally three factors influence how consumers shop: (1) Cross-border Movement: Here, retailers se the stores beyond their home market, example Marks & Spencer; (2) Consolidation: Another trend visible is of mergers and acquisitions, example Myntra merged with Flipkart and (3) Migration of Formats: Retailers migrate to formats based on the need of the location and have multiple formats like Pantaloon Retail (India) Limited operates in multiple retail formats in the value and lifestyle segment of the Indian consumer market\(^ {10}\) (Vedamani 2003:16-19).

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Technopak, the consultancy firm in trend analysis, has highlighted the trends in Indian retailing. Summarising them in brief; modern retail will grow and will co-exist with the traditional retailing, there would be more consumptions on lifestyle categories owing to EMI and new retail formats may emerge; branded firms will collaborate with top retailers; more focus will be on display and storage and there would be a focus on rural retailing Vedamani 2003:27).

4.3. Consumer behaviour and retail practices

“The customer is the final filter. What survives the whole process is what people wear. I’m not interested in making clothes that end up in some dusty museum.”

Marc Jacobs

The term consumer behaviour is defined as the behaviour that consumers display in searching for purchasing using evaluating and disposing of products and services that they expect will satisfy their needs. The field of consumer behaviour is rooted in the marketing concept which includes: the production concept, the product concept and the selling concept. All the three are driven by consumer’s needs and wants. In order to understand the marketing concept one needs to understand the 4 P’s of marketing mix: Product, Price, Place and Promotion. It implies that one needs to target the right product to the right segment thereby positioning the product in the right place. Customer satisfaction should be the final goal (Schiffman & Kanuk 2007:2-17). This flow chart would reveal the importance of consumer behaviour, because if the consumer is satisfied then only the product will sell.

![Fig 43: Model showing the consumer behaviour](http://www.bubblews.com/news/7901384-about-fashion)
In order to understand the driving forces behind the retail outlets and their success is an imperative understanding of consumer behaviour. Consumer behaviour is a field of study that focuses on consumer activities, activities that people undertake when obtaining, consuming, and disposing of products and services. It is important to understand the Segmentation of Consumers by Demographic Dimensions. Demographics are statistics that measure observable aspects of a population such as: age, gender, family structure, social class and income, race and ethnicity and geography. There are various factors that influence the consumer behaviour. The Interdisciplinary Influences on consumer behaviour can be stated through this pyramid. The main two driving forces are self ie. The individual and the surrounding he/she lives in ie. The society.

![The Interdisciplinary Influences on consumer behaviour](image)

**Fig 44:** The Interdisciplinary Influences on consumer behaviour

Consumer behaviour is gender driven as stated by Paco Underhill in his book “Why We Buy”. He states that just as ‘men are from Mars, women are from Venus” and therefore their shopping patterns vary. He gives an actual breakup of an average shop time from a study done in national housewares chain stores: woman shopping with female companion-8 minutes 15 seconds; woman with children- 7 minutes, 19 seconds; woman alone- 5 minutes, 2 seconds and woman with man-4 minutes, 41
seconds. He also suggests that if the retailer wants the better sales then he should provide a play area for children and locate his shop either in vicinity of a barber’s shop with a huge TV playing sports channel or next to a computer store to keep the men engaged (Underhill 1999:102-103).

Another aspect to attract consumer is by a careful study of a spatial requirement in-stores. Certain products like cosmetics may need space for them to stand and read and if they do not have such a space they would not stop to buy. The success of a computer retailer would be if he can lure female customers too. Maybe the solution lies in packaging and visual merchandising (Underhill 1999:125). The factors that influence the consumer to buy is explained in the figures earlier. The key factors that influence the consumer behaviour can have been shown in this Wheel of Consumer Behaviour as concentric rings and similar to the pyramid they start with self and end up with societal influences.

Fig 45: Wheel of Consumer Behaviour
Best retail practices are the ones that can convert the footfalls into sales. The factors that influence the consumer buying behaviour are: (1) Reinforcement: it’s quite likely that the person may respond to a product in the store based on his/her recall value which can be emphasised through advertisement; (2) Attitude: towards the product may be formed as a result of direct experience of the product, word of mouth information or exposure to advertising. Attitudes have motivational qualities; (3) Communication through advertisement: by using factual appeals or emotional appeals, especially the latter can create an internalization of impact on consumer; (4) Reference group: may be the person one aspires to be or a group that influences his/her buying behaviour as he/she believes in/or is a member of that group; (5) Social class and status: can also influence buying and (6) Culture and Values: also drive buying behaviour. Values are imbibed from family and culture is beliefs one has due to the society one lives in (Schiffman & Kanuk 2007:200-402).

Consumer decision making is also based on nature of mankind. It includes psychological, social and cultural concepts. However, consumer behaviour is not just making purchase decision or purchasing but it also includes the experience of using the product and it’s after sales service. Relationship marketing also impacts consumer buying behaviour (Schiffman & Kanuk 2007:557).

Another growing field studying the influence on consumer behaviour is neuromarketing. It studies consumers' sensorimotor, cognitive, and affective response to marketing stimuli.

In the advertising industry, you can see neuromarketing as an attempt to make the "art" of advertising into a science. Brain research is the third wave. Many researchers believe that marketing is not a science, as only handful of studies has been published in scientific journals. The cola experiment, originated by Read Montague of Houston’s Baylor College of Medicine, showed that branding is mind over matter. This got marketing people to think how methodology of brain research would help to explain how people build up the much sought-after positive branding story. Storytelling aimed right at the medial prefrontal cortex.12

12 http://www.scientificamerican.com/article/neuromarketing-brain/ 04-04-14
It may also be important to understand the demography and class of consumers in India. Prof. Dr. Ulrich Daldrup in his paper ‘Emerging Trends in Consumption and Consumer behaviour in India’ states that less than 40% of the consumers in India are between 20 and 49 years of age; more than 40% of the consumers in India are under 19 years of age and less than 20% of the consumers in India are over 49 years of age. The majority of consumers are young (<30 years of age) and consumers in India may be classified into 4 broad sectors: Socialites and Upper Class; Working Women; Youth and Conservatives (about 70% of consumers) which include: Upper-middle Class- Consumers; Middle Class- Aspirants and Consumers alike and Destitute- Very little purchasing power and lie hand-to-mouth.\(^\text{13}\)

### 4.4. Visual Merchandising

A major part of consumer behaviour towards purchasing is driven by Visual Merchandising (VM). VM is “silent selling” in brief. It’s to sell by showing and promoting. The main purpose of VM is to make a “shopper a stopper” and “a walk-in rather than a walk-by”. Visual merchandising is the activity and profession of developing floor plans and three-dimensional displays in order to augment deals. Both goods and services can be displayed to highlight their peculiarities and profits. The motivation of such visual merchandising is to draw in, captivate and propel the client towards making a buy. Visual merchandising usually transpires in retail spaces such as retail stores and trade shows. It not only displays and shows the product to the consumer but also provides him/her a right ambience. It also includes the fragrance of the store to the behaviour and appearance of the sales persons. “You never get a second chance to make a first impression” (Vedamani: 2003 370).

Visual merchandising enhances the shopping experience and it is a communication tool to reach out to the consumers/ customers. VM includes store atmospherics which includes both exteriors, signage’s and interiors or store layout. VM is a part of a language the store speaks with its customers. Fashion retailers use a variety of visual merchandising and display techniques. When a consumer sees a product on the mannequin making a statement he/she relates to themselves and a purchase decision is stimulated. VM starts with the act of grabbing attention of the customer. Then the presentation creates an interest in them to buy. The story telling generates the desire

and finally the action of buying is triggered by the visual merchandising and display communicating just this message, “the merchandise is for you” (Vedamani: 2003 372-373).

4.5. Fashion and Fashion Awareness

“You either know fashion or you don’t.” Anna Wintour

Visual Merchandising could be one of the ways to create fashion awareness amongst the consumer. The fashion industry stands out from other industries in its universal and media appeal. There are millions of followers of fashion, and clothing is relevant to everyone. Fashion imagery is glamorous and enticing and is used as a means to grab attention by almost every form of media and advertising. Celebrities and top models have aligned themselves with ethical fashion, increasing its media appeal. As a result, unlike sustainability in other industries, sustainable fashion has received frequent coverage in recent years on television, mainstream media and almost every fashion glossy. This appeal in itself has created an opportunity for fashion to become a medium for awareness rising amongst consumers. Many fashion brands have developed marketing models which maximise coverage of sustainability issues, and used the appeal of their products and imagery to raise awareness about a raft of critical issues, and changed consumer perceptions and behaviour as a result14.

Fashion is a serious business. Imran Amed, Founder and Editor-in-Chief, People's Voice states in his Business Blog, “Unfortunately, fashion is portrayed in much of the mainstream media as a superficial industry composed of champagne-swilling flakes that have nothing better to do than to gossip and snicker. This is the result of years of so-called ‘reality’ television programmes and endless articles in the news media that focus on the industry’s surface gloss, rather than the hard work and passion that precious few insiders actually get to see. Globally, fashion is a $1.5 trillion dollar industry. It employs millions of people. And while those of us working in fashion may not be changing the world, we do make important contributions to the global economy and impact the daily lives of billions of people around the world”15.

14 http://www.ethicalfashionforum.com/the-issues/fashion-awareness 01.08.14
15 http://www.businessoffashion.com/2013/04/lets-show-the-world-that-fashion-is-serious-business.html 01.08.14
India and more so Bengaluru in particular has come a long way in retail sector from the *kirana* stores to the Hypercity and in apparel from a tailor made garment to the luxury brands. The latest gap being bridged between the consumer and brand is the luxury of on-line shopping, which is though at a very nascent stage in India. The paper titled, “A study of Socio-Cultural changes in Fashion & Retail due to Global Exposure in the suburbs of Bengaluru along the Metro line” compares the consumer behaviour in four zones of Bengaluru and also brings out the character of fashion awareness in these suburbs. This chapter has dealt with the types of retail formats available to map the formats available in the areas studied. Also to understand the retail trends in terms of fashion, trying to understand the fashion awareness of the people living in these suburbs. Another study done was to understand the factors that affect consumer behaviour and their retail practices. The brands that they are aware of and the formats they shop at, pertaining to fashion apparel and why they shop there. The following chapter would deal with the changing scenario and problems and issues with the emergence of Metro and people’s perception of change and future.

### 4.6. Changing scenario of the Retail Sector

The advent of the metro transit system would change the retail and fashion scenario of the surrounding areas/suburbs. This point has been proved through the case study of Delhi, its growth and changes with the advent of Metro. The first master plan of Delhi was prepared in 1961 by a team of Indian and American architects and town planners, accepted by Central Government and DDA (Delhi Development Authority). This plan included transportation as a major concern. Thousands of private buses were added to the bus fleet of Delhi Transportation Corporation and a proposal for underground metro was also put forward to reduce air pollution due to two or three wheelers, but this was not accepted until 1998 due to the high cost of construction. New Delhi was built in 1920 to house offices and house of officers and clerks of Government of India. It was built by two British architect-town planners, Edward Lutynes and Howard Baker. Connaught Place was the principal market area of New Delhi (Nath: 2007: 187-188 & 246). Second plan of Delhi in 1985 had a focus to reduce growth of population and economic activities and shift hazardous and polluting industries out of Delhi leading to formation of sub-cities and satellite towns (Nath: 2007: 191).
Delhi had reached beyond its carrying capacity in population. DDA in its 2001 plan proposed the Urban Extension Plan to develop three sub-cities namely Rohini, Dwaraka and Narela\textsuperscript{16}, Dr. V Nath also mentioned in his book titled, “Urbanisation, Urban Development & Metropolitan Cities in India” that these urban extensions were developed to house middle income group including white collared, retired and Government employees and also houses markets, parks, schools, health centres and places of worship.

A retail study done by Cushman & Wakefield (the world's largest privately-held commercial real estate services firm), in its publication titled, “New Retail Frontiers: Emerging Main Streets in India”, in 2014, talks of Dwarka (Ashirwad Chowk) in Delhi and HSR Layout and Sahakar Nagar in Bengaluru as a sizeable penetration of foreign brands (above 20% occupancy) on a street. Dwarka commands the highest main street retail rental\textsuperscript{17}.

According to Cushman & Wakefield, the major drivers facilitating the emergence of main streets are: urban sprawl ie. Rapid urbanisation and population explosion resulted in new suburbs and satellite towns with alternate commercial areas; transport and accessibility with ample parking; increasing organised retails; high average trading densities brought about by uniformity amongst brand outlets irrespective of locations thereby making these brands lucrative in neighbourhood locality. Good quality infrastructure including wide roads, metro stations, educational institutions and several branded hotel chains have transformed Dwarka into a cosmopolitan hub.

\textsuperscript{16} [http://www.dda.org.in/planning/urban_extension_projects.htm (15-08-2014)]
\textsuperscript{17} [http://www.rai.net.in/Replenish/1966490681_New-Retail-Frontiers-Report.p.pdf (15-08-2014)]
According to Cushman & Wakefield’s report, 27th Main HSR Layout located between Hosur Road and Sarjapur Road, the two fastest growing areas of Bengaluru owing to the IT hub in Electronic city is the new fastest growing global hub. Lack of mall in 5km radius and the presence of a leading Fashion Institute have catalysed the growth of 27th Main as most conducive for global brands to open stores. With the proposed metro connectivity this location may get more lucrative in future. Similarly Sahakar Nagar formed as a co-operative society for Government Employees caters also to IT and International Airport employees. This cosmopolitan area also houses a hub of malls owing to its rapid growth in youth population.
After understanding the growth pattern of Retail hubs one can see how these areas have grown based on the socio-cultural and socio-economic changes in the dynamics of these areas driven by various factors. Similarly a change can be predicted for Bengaluru like Dwarka whose dynamics changed due to the metro. For example, when the Metro would connect the IT suburb of Whitefield in the East to the underdeveloped suburb of Kengeri in the west, there is a possibility of change. People from the Kengeri would commute to the IT suburb in search of work, as the commute would be in an air-conditioned, pollution free environment in just 50 minutes. Once there is a movement of people from the underdeveloped zone to a developed zone there would be an exchange of culture. The young crowd working in IT would try to emulate their counterparts and also the Global exposure as a part of working in an MNC would influence their fashion sense and thereby increase their retail knowledge as against the current status. They would visit high end malls and would purchase from International brands, as salary would be at their disposal at a young age.
In order to understand fashion retail one needs to understand fashion and its components and retail and its significance. Here we will try to understand two major aspects viz. consumer behaviour with respect to retail and fashion awareness among consumers. The second aspect viz. fashion amongst consumers of the suburbs along the Metro line of Bengaluru has been studied through a survey conducted. A paper was also presented in this area at an International Conference in Hyderabad, titled; “A study of Socio-Cultural changes in Fashion & Retail due to Global Exposure in the suburbs of Bangalore along the Metro line” which compares the consumer behaviour in four zones of Bengaluru and also brings out the character of fashion awareness in these suburbs. The paper has been attached as an Annexure-I.

Until Industrial Revolution, which began in late 18th century, people belonged to two classes either the wealthy landowners or the poor labourers and farmers. The first category which was the trend setter of fashion wore elaborate clothing with intricate detailing and custom made tailoring whereas the poor wore clothes cast off by the rich or made their own clothes(Frings 2005:6). London as being the pioneer with metro was also one of the pioneering fashion centres. Nineteenth Century Costume and Fashion by Herbert Norris and Oswald Curtis (Norris and Curtis 1998: 16-242) states that during Georgian reign fashion saw a new dimension. 19th century fashion was dominated by women in theatre. Greecian style of dresses was embraced by women of upper class and this new style abandoned undergarment which would spoil the beauty of the clinging drapery of the Empire Gowns. The classic gowns later got modified to bodice and dresses. In 1830’s skirts became fuller worn over stiff flounced petticoats. Victorian period saw the introduction of ball gowns as evening wear with bell shaped skirts and this fashion remained upto the 50’s with gowns growing longer and covering feet. Mid Victorian period saw ‘Zephyrina Jupon’ style where front was flat and back was elaborate. Late Victorian period saw skirts simple in cut that would help in sports activities and to bicycle. In 1920’s came the famous corsets. Uptill now the fashion conveyed rigid differences between roles of sexes. Symbolically women wore constricting garments and their role was to look beautiful and dress for their man and be obedient to their husbands or fathers.
1900’s saw a sea change in fashion. It was no longer dictated by high society. Edwardian women introduced the famous ‘S’ shaped figure with a new type of corset. This was a healthier corset (Ewing 1974:1-9). The world saw a great economic, social and fashion change owing to Industrial Revolution as described by Gini Stephens Frings (Frings 2005:8-10). in her book ‘Fashion-From Concept to Consumer’. A new class, the Middle class with a disposable income to spend on luxuries of life including better clothing came into existence owing to the flourishing trade and industry. Fashion became a status symbol then. By this time the fashion had spread from Europe to America. As stated by Elizabeth Ewing (Ewing 1974:22-50). in ‘History of 20th C Fashion’, the new woman with a tailored skirt and blouse known as ‘Gibson Girl’ came in fashion. Fashion during this time was spread through Department stores and couture clothes were being replaced by ready-made clothing. Harrods was the most famous then. With the advent of Singer machine during the Industrial revolution manufacturing grew. However most of the ready to wear was not fashion but just body covering.

After the World War I (1907-18) modern fashion began. Paul Pioret revolutionized fashion by forgoing the S shaped figure and introduced the natural line. The women not only stood erect but were also free. Women during this time were getting educated and had a role to play in community and were picking up careers. However, war brought a sea change in fashion, skirts were worn much above ankles for ease of movement and coat frocks were introduced. Rayon as a material was discovered which brought the stockings in vogue as the skirts had risen upto the knee level. Women who could not afford stocking would draw on their legs for the effect of stocking as they were taking care of the war victims. Dresses became loose and fashion was boyish. Corsets were replaced with brassier.

In 1920’s Channel brought a revolution to fashion. She brought simplicity and stated that,” I make fashion women can live in, breathe in, feel comfortable in and look younger in”. The lengths of skirts kept fluctuating from knee to ankle. Beach wear gained prominence. The Wars (I and II) saw an increase in ready to wear fashion, with an increase in technical knowhow. The status symbol aspect of fashion was losing its importance just as class distinctions were becoming blurred in the world at large. Mr. Dobbs brought the new revolution by mass production of dresses by
bringing in elegance in style. This is the period that saw a rise in brands to name a few
Burberry, Marks and Spencer’s and so on. Second World War changed civilian life
and garments became utility driven. This put shekels to fashion for a brief period. Post
War, in the 50’s Dior introduced the ‘New Look’ which became a symbolic of youth
and the future. This broke the monotony of the frustrated fashion conscious women.
This period also saw the rise of schools of fashion. Mary Quant who was a Professor
in a fashion institute created the ‘Chelsea Girl’ the symbol of new fashion movement.
She then moved to mass production in order to make fashion affordable to everyone.
London Fashion Week was introduced to enhance the fashion business and this saw
the rise of various designers.

Just as one can see how the world fashion underwent transformation due to social and
economic changes similarly a study has been done to see the changes that fashion
underwent for 3 decades and the awareness that it created to the common man as
Bengaluru has also seen a huge amount of change in socio-culture due to immigration
and a leap in family incomes in the last 3 decades. The survey conducted for the paper
(Annexure-I) showed that all the four suburbs studied do not have the same strata of
people. Each suburb has arisen catering to different sets of people. The Group 1,
Whitefield suburb had the IT professionals hence their opinion were very strong and
distinct. Group 2, Peniya /Yeshwantpur-Industrial area and Malleshwaram suburb had
the mix of youth from affluent families and traditional Kannadigas. They too had
distinct opinions but were fluctuating between tradition and modernity. There was a
conflict between the young and old in cultural differences and Global exposure.
Group 3, Kengeri is an upcoming area hence it is still very conservative. Even the
youth depended on family members for decision making. Group 4, Puttenahalli, Halli
means a village, emerged as a surprise pack. Inspite of not much fashion awareness
they wanted to be in fashion.

All the areas of study were chosen along the Metro line. But as the Metro line is not
functional in these areas it has not made any significant difference to these areas in
terms of fashion but has affected the real-estate segment in anticipation. However
once the Metro rail starts the distances from Kengeri to Whitefield would be bridged
and there might be more socio-cultural interactions bringing about the changes in
fashion buying too. There might be people travelling to the suburb 1 and surrounding
suburbs for IT jobs as this is the region influxed with IT companies. This might bring about a change in their socio cultural outlook and their economic status and augment their Global exposure to Fashion and Retail awareness and buying.

The fashion awareness amongst the consumers results in the consumer behaviour towards retail brands/outlets. It is also important to understand influences on consumer behaviour such as types of outlets, look and feel of outlets and Visual Merchandising. Also the socio-cultural and socio-economic aspects of the consumers influence the retail types. All these put together forecast the retail trends for the season. So it is imperative to understand all these terms: consumer behaviour, retail and retail types, retail trends and fashion marketing.

The visible and predictive changing scenario of the Retail Sector along the Metro Line with the advent of Namma Metro can be studied through the following hypothesis formed out of the research questions and objectives. These issues have been partially addressed through survey hence the analysis of the same is stated here. Study of changing scenario of the Retail Sector along the Metro Line with the advent of metro is based on these two hypotheses:

1. **Hypothesis:** Shop owners or workers who worked in the area for more number of years felt that advent of metro increased sales.

**effect of metro after commencement * recode years in locality Crosstabulation**

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**Analysis:** Workers in the shop who worked for 1-2 years felt that metro increased sales. Workers in the shop who worked for 3-5 years had a divide of opinion. Workers in the shop who worked for more than 6 years felt that advent of metro did not increase sales.

A few select shop owners/managers were interviewed at Mantri Mall and MG Road. At Mantri Mall and also at MG Road they had a similar opinion. At Mantri Mall they were hopeful that the sales would increase eventually as the footfalls have increased. MG Road also saw an increase in footfalls but a conversion to sales is yet to happen.

2. **Hypothesis:** People living in the vicinity of the proposed metro stations preferred to shop at malls in proximity and had a belief in retail fashion brands.

**Analysis:** More people living in the vicinity of the proposed metro stations preferred to shop at malls in proximity and had a belief in retail fashion brands. 56% people prefer to shop at malls and believe in brands whereas 34% of them do not believe in brands.
Apart from the survey interviews with few shop owners have also been summarised here. Also a study was conducted in four suburbs along the metro line and a few research questions were answered through this study, which have been collated here. The four suburbs chosen for study were:

Group 1: Whitefield suburb  
Group 2: Peenya & Malleswaram suburb  
Group 3: Kengeri suburb  
Group 4: Puttenahalli suburb

**Hypothesis:** People living in the 4 suburbs in the vicinity of the proposed metro stations would shop at areas closer to their home.

**Analysis:** This statement was valid as shopping was found to be very region specific. Most of the people shopped at the malls in and around their suburb. For example a person from Puttenahalli did not travel to Phoenix (East of Bengaluru) for shopping and neither did a person from Whitefield travel to Orion mall which is North of Bengaluru.

**Hypothesis:** People living in the 4 suburbs in the vicinity of the proposed metro stations preferred to shop at malls.

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18 Source: Paper titled “A study of Socio-Cultural changes in Fashion & Retail due to Global Exposure in the suburbs of Bangalore along the Metro line”, presented at Reflections 2014, an International Conference at Hyderabad, presented by Vibhavari Kumar and Dr. Choodamani Nandagopal.
Analysis: Group 3, Kengeri suburb had a cultural mix of economy. There are still people here who shop from Chickpet (the wholesale market) or from department stores like Big Bazaar. To them brand had no meaning. They mainly wear sarees and their blouses are tailored. People living in the rest of the suburbs preferred to shop at malls.

Hypothesis: Indicators used for comparing economic value of fashion apparel by people living in the 4 suburbs in the vicinity of the proposed metro stations.

Analysis: It’s a surprising reaction that it is not a clean sweep for value for money. Group 2, which believed in personalization of fashion apparel still feels that uniqueness would augment their buying. Group 4 had a mixed bag of Value for money, Uniqueness and Price. Group 3 also believed in uniqueness of the fashion apparel to augment their buying.

Hypothesis: Indicators as major attractions considered for buying a product by people living in the 4 suburbs in the vicinity of the proposed metro stations.
Analysis: Group 1, 2 and 3 believed that in-store ambience, the look and feel of store and the way the salesperson behaved, would be a major factor for their buying. However, Group 4 was okay to buy it anywhere it gave them post purchase fun.

Hypothesis: Trials of apparel by people living in the 4 suburbs in the vicinity of the proposed metro stations help in buying decision.

Analysis: Trials for all the groups help them in checking the fitting of the fashion apparel and helps them makes the decision to know that it suits to the best that they wanted to purchase. Although the online brands claim that the middle class appears to be moving towards the online purchases but still the survey shows that people prefer trying on their garment before purchase.

The survey for retail and fashion awareness in the four suburbs showed that all the suburbs do not have the same strata of people. Each suburb has arisen catering to different sets of people. The Group 1, Whitefield suburb had the IT professionals hence their opinion were very strong and distinct. Group 2 had the mix of youth from affluent families and traditional Kannadigas. They too had distinct opinions but were fluctuating between tradition and modernity, a conflict between the young and old in cultural differences and Global exposure. Group 3, Kengeri is yet an upcoming area hence is still very conservative. Even the youth depended on family for decision making. Group 4, Puttenahalli, Halli means a village emerged as a surprise pack. Inspite of not much fashion awareness they wanted to be in fashion.

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