

Socio Economic Benefits of Commercial Plazas in Faisalabad City

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Abstract

Shopping malls are the best source of earning profit and getting many social and economic benefits for the progress of country. Trend of shopping in shopping malls among the urban shopper are getting arise with the passage of time. This study has been conducted on the behavior consumers toward the socio-economic benefits of shopping malls in Faisalabad. Data was collected from the various shopping malls through structured questionnaire. Chi square technique was applies for analysis purpose. It is evident from the result that shoppers of Faisalabad want to raise their living standard by impressing from the attractive shopping malls and investors should built malls for getting profit.

Key words: commercial plazas, profit, economic impacts, bazaar, social impacts

1. Introduction

Shopping mall is a place where retail shops are located in department wise various shops are located in a grouped form and constitute on diverse quality of product, fast food courts, amusement center, clubs, cinemas, playing areas and relaxation spaces (Terblanche, 1999), commercial and retail shops (Hariyono, 2002).

Consumers are pulled by attractive environment and diverse products toward the malls (Rajagopal, 2008). The six major elements comfort, amusement, multifariousness, mall essence, convenience and luxury that an attractive mall should have. These shopping malls may be constructed for the claiming consumers, relaxing consumers, and pragmatic consumers (El-Adly, 2007). Shopping Malls provide an opportunity of socialization and a place of recreation and socialization (Ahmed et al, 2007). Malls as civic center are the heart of entertaining and socialize activities (Ng, 2003).

In Faisalabad city, many new high classic malls and marts are set up on Sargodha road, Jaranwala road, Haryawala, D-Ground and Susa road. These malls are the backbone in the economic, social and aesthetical development of the country. Delhi, Mumbai and Bangalore are the most progressed cities of India and contribute an important role in the economic and social development due to immense shopping malls. In Faisalabad's retailers are getting benefits and earning more and more profits due to the rapid increase in the growth of shopping malls. (Rajagopal, 2008) believed that shopping malls provide more business opportunities than a traditional market. Faisalabad's People like to spend their time in malls for shopping, enjoying, analyzing the new running trends in society and lovely building structure. Interior structure and design of malls also had a potent impact on the wants of customers to

stay more time in malls (Wakefield and Baker, 1998) and (Ooi and Sim, 2007) explain that a dreamy mall contains large amount of shops, beautiful and enjoyable environment to the customers. Street market are mostly give a cultural look than business network but the shopping malls is practically a business sector and provides a high standard life style to the urbans (Rajagopal, 2010). Malls can not only change the life style of consumer but also help the retailer to earn profit. In the report of Northbridge Capita, Indian retail industry is hopeful to earn up to US \$833 billion in 2013 and almost reach US \$1.3 trillion in 2019 at a compound annual growth rate (CAGR) 10%. Indian retail industry is expected to grow and expanding (D. Anuradha, 2011).

The research focused on the followings:

1. Spatial distribution of commercial plazas in Faisalabad.
2. Research examined that how cities and people's behaviorism do changed with the progress in commercial plazas rather than bazaars and the impact of commercialization in the cities.
3. To know the peoples behavior towards social-economic impacts of commercial plazas

2. Research Methodology

The data was collected through primary sources from popular commercial areas of Faisalabad city. The shopping malls located on Jaranwala road are Du burg, Koh-e-Noor 1, Koh-e-Noor 2, Al-Fatah, Mediacom Trade City and RCG. E-Mart is located on Susa roads. The Soukh al Kuwait, Sitara Mall is located on Haryawala and the metro located on Sargodha road.

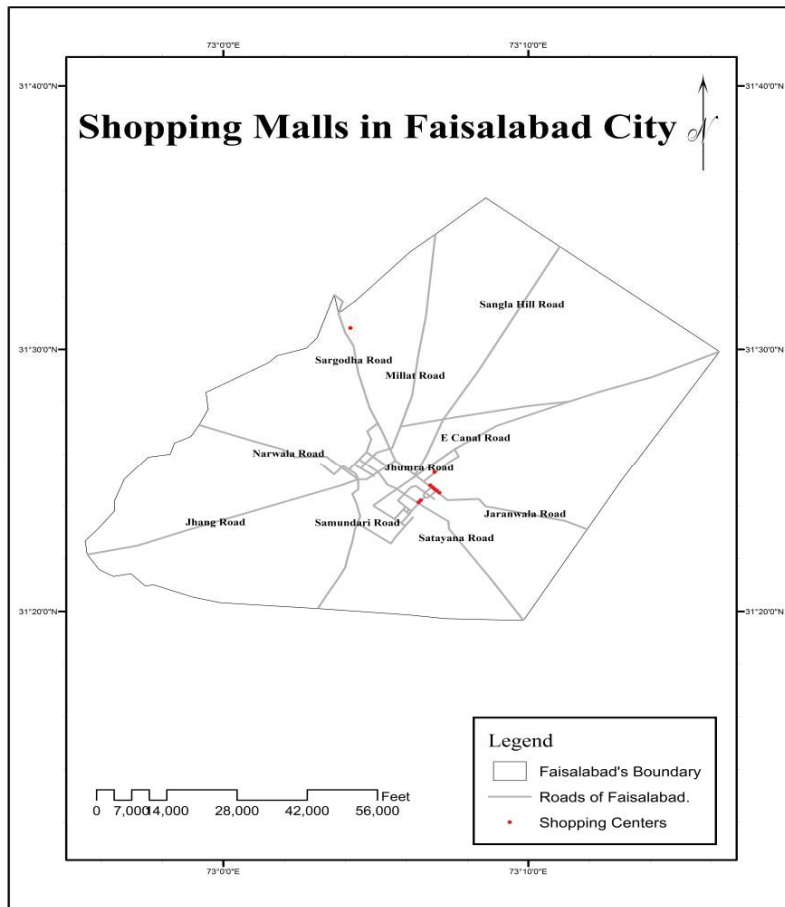


Figure 1 Location of study area

A structured questionnaire was used for primary data collection. The sample was randomly selected of 150. For analysis SPSS (Statistical Package for Social Sciences) software was used. Descriptive technique applied to display the frequency histogram, mean, std. deviation and chi-square on the variables to present the respondent views.

3. Analysis and Results

Shopping is amusable activity and shopping malls attract the shoppers to shop. Research is conducted for the impacts of the construction of shopping malls and the respondents' views about the development of commercial plazas in Faisalabad city.

Table 1. Tendency of respondents towards plazas according to Age

Tendency of Respondents toward the Commercial Plazas	Gender of Respondent		Total
	Male	Female	
Strongly Agree	20.7%	8.0%	28.7%
Agree	18.7%	20.0%	38.7%
Neutral	10.0%	6.7%	16.7%

Disagree	4.0%	7.3%	11.3%
Strongly Disagree	4.7%		4.7%
Total	58.0%	42.0%	100.0%

Chi-square = 14.465^a d.f. = 4 P-value = .006**** = Significant

But the suggestion of males and females are not deeply associated with it because the chi square value is 14.465. Almost 28.7% genders are strongly agree, 38.7% are agree and only 4.7% strongly disagree.

Table 2 Respondent views toward Social & Economical Benefits due to Shopping Malls

	Economic Benefits of Shopping Malls			Social Benefits due to Shopping Malls		
	Job Opportunities for Labors	Increased Land Value	Business Opportunities for Investors	Products & Services in Malls	Safe and Sound Place	Take less Time in Shopping as Bazars
Strongly Agree	33.3%	58%	36.7%	44.7%	35.3%	38.7%
Agree	60.0%	35.3	46.7%	49.3%	37.3%	43.3%
Neutral	6.0%	6.7%	10.7%	3.3%	14.7%	10.0%
Disagree	7%	0%	4.7%	2.0%	10.0%	8.0%
Strongly Disagree	0%	0%	1.3%	0.7%	2.7%	0%
	1.00	1.00	1.00	1.00	1.00	1.00
	4.00	3.00	5.00	5.00	5.00	4.00
Mean	1.7400	1.4867	1.8733	1.6467	2.0733	1.8733
Std. Deviation	.59562	.62107	.87697	.70603	1.06875	.89215

The 150 cases are used to analyze the socio-economic development in city due to the construction of shopping malls. The shopping malls also have the diverse quality of products and a number of facilities for the consumers as 49.3% are agree and only 0.7 % are strongly disagree. The respondents' views have the mean of 1.6467 and a std. deviation of .70603. Shopping also takes less time due to the availability of facilities and services in malls as 43.3% respondent agree, 0% respondent strongly disagrees, and mean (1.8733) and std. deviation are .89215. Almost 37.3% respondents agree and only 2.7% are strongly disagreeing whom recommended shopping malls a safe and secure place for shopping. Shopping malls help in increasing the value of land located its surrounding. 58 % strongly agree, 35.3 % agree, 6.7 % neutral, 0% disagree and 0 % are strongly disagreed with this statement. The 1.4867 is the mean and .62107 standard deviation of the respondent. The construction of more and more shopping malls also provides job opportunities for the citizen. The average of the views of respondents is 1.7400 and standard deviation .59562. Malls help in the economy of country and the possibility of jobs for the middle and lower class peoples. According to the views of consumers, shopping malls is the best opportunity for the investors, financier, and capitalist to gain benefits and profits and are also a great opportunity in the progress of any country. Malls are a great source of earning profit. The above figure depicts the respondents' views toward the vicinity in the construction of shopping malls play an important role in the progress of country. Mostly respondent encouraged and strongly agreed that shopping malls led a country toward development and make a country progressed and prosper.

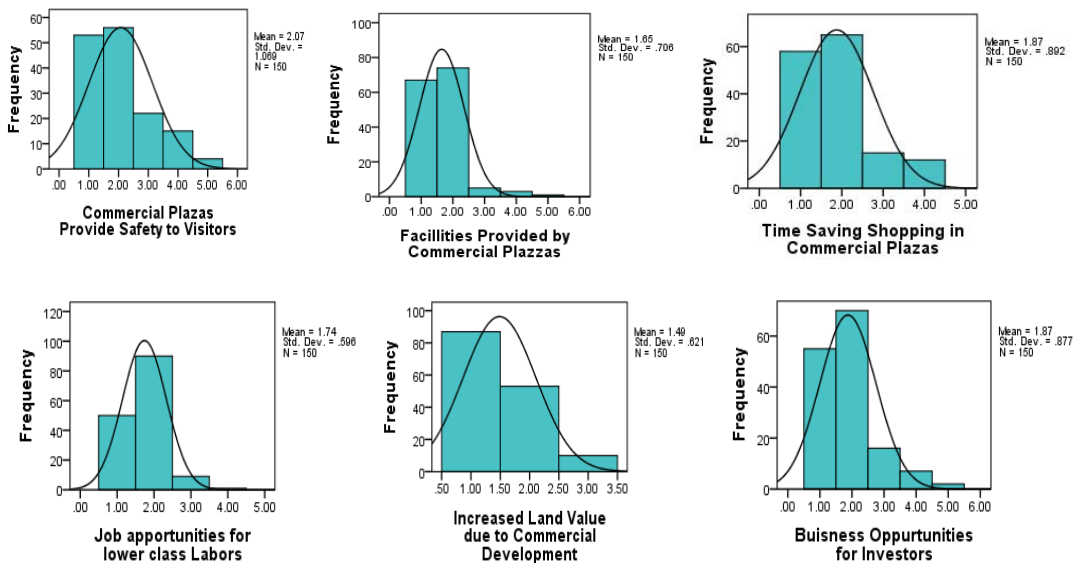


Figure 2 Concern of Respondent about Commercialization effect on Social and Economic Development in Faisalabad city.

The above histograms also portray frequency distribution of socio-economic variables.

All the respondents voluntarily expose their opinions to build shopping malls. Bars and frequency curve explain that all the respondent are strongly agree and agree and a very few strength of respondent are not agreed with the construction of malls.

4. Conclusions

The percentage of independent variables is about 58 % are females and 42% are male respondents in which 41.3% are Non-Job holders and 58.7% are Job holders. The finding of this research concludes that shopping malls make shoppers visit the malls for social and entertainment purposes and using all facilities available in shopping malls. The task for spending time in shopping malls for fun, spending amusable time, relaxing from tension free life, purchasing high quality voguish products and accessories is always trendy among the consumers. Presently, malls cultures are becoming very mushrooming in metropolitan cities. Firstly, people think that malls are only for high class families but now malls cultures are common among all classes of people. Now shoppers believe that malls are the most beneficial place for shopping and spending time. In reality malls act an important action in the changing the life style of people. Plazas help in the progress of any country. In Faisalabad, shopping malls are better option to make it glitter and shine city. The shopping malls that have already built in the city are the pattern of progressed, high class standard, graceful and refined places of Faisalabad city. Eight bazars in Faisalabad city are historical and commercial place but very congested and crowded, if it reconstruct properly to raise the standard then consumers more spend on shopping and Pakistan should earn from the spending industry.

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