

**"An Analysis of factors contributing to growth of retail  
Malls in Islamabad"**



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## Abstract

This research is conducted to know the growth of malls in the green city Islamabad. The research is made on primary data collection, for this questionnaire is prepared from the variables that affect the growth of retail malls in Islamabad. The samples of 100 different target shoppers are selected for the questionnaire. Shoppers are very conscious about their shopping trends. The variables used to study this research are Atmosphere, Security, Parking and Accessibility. This result helps me to find out the growth of shopping malls. Sixty percent of my result is positive out of hundred percent of which thirty is negative.

A pleasure shopping atmosphere with central heating and air-conditioned floors, world-class leisure amenities, a twin screen cinema, food court with gastronomic delights from all over the world and ample parking facilities in the basement and the area defined in the premises of the mall outside, customer who come to centralized malls don't face any difficulties of parking as parking is the biggest issue for the customers to park their cars in the secure area where their cars are safe and secure.

Growing population of the Islamabad, the development in the malls has come in progress. After the development of shopping mall in cities, Karachi, Lahore. Now it's time for Islamabad market to go for the malls development. Malls provide an opportunity to the retailer for their business. Shoppers in Islamabad most prefer the place where they can go with their families and friends with safe and secure environment, which malls have provided them. "The Centaurus" mall is an example for the success of mall development in Islamabad. The people of Islamabad adopt the new trends of living life. 2-4 years back people are focus towards departmental stores and now when first mall in Islamabad people are attracted towards it and the developers get a new way of earning. In Islamabad almost four to six malls are in development, some are near to open and some are still in construction. As from past several years the growth in population and cars are increased, traditional markets have not enough space for the parking and for the shoppers. Shoppers are now attracted towards shopping malls instead of traditional market or shopping centers.

This research helps to find out the growth of shopping malls in Islamabad. Malls have developed an image in the mind of shoppers, to meet their expectations. It is important to understand the shoppers point of view to see the image or perception of the shopping malls. It is very important to find out what shoppers needs and wants are regarding shopping malls.

**Keywords:** shopping malls; traditional markets; market ambience; leisure shopping; retailing; consumer behavior, centralized organized mall, security, parking.

## **Executive Summary**

This thesis will throw some light on the growth of the centralized retail malls and its impact on the consumer buying behavior, how consumer change its trend of buying from traditional markets to organized retail malls in Islamabad. In the recent year the developments of malls have been increased and a new trend is developed in the people living in Islamabad, which has increased the shopping trends. The malls have changed the mind of customers when they hear the name of the malls. So this thesis looks into the importance of the centralized malls.

The research method used to find this research was quantitative method because it allows converting feelings and other elements into a numerical form that can be easily measured. Question-air was used to get insight from target customers who go shopping centers/ malls for shopping in Islamabad. Also observation method how customers feel when entering into malls.

Malls have made the image of customers and attraction as they are providing necessity of customer under one roof, where customer go and buy things and get amused, some food and entertainment with their families.

The ambiance of the malls has attracted customer of Islamabad towards mall, the ample parking, security and the new life style in the city of Islamabad. As in the cities of Pakistan like Lahore, Karachi malls have been developed it's the first time in the city of Islamabad malls trend is developed.

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I certify that the work presented in the dissertation is my own unless referenced.

Signature.....

Date.....

## Table of Contents

Abstract.....	i
Executive Summary .....	ii
Acknowledgement.....	iii
<b>Chapter 1:</b>	
1.1. Introduction:.....	3
1.2. Research Topics:.....	3
1.3.Objective of the study:.....	3
1.4.Research questions:.....	4
1.5.Significance of the study:.....	4
1.6.Ethical implication:.....	5
1.7.Context of the study:.....	5
<b>Chapter 2:</b>	
Literature Review:.....	6
2.Literature Review:.....	7
2.1.Introduction to shopping mall:.....	7
2.1.1.Regional differences:.....	8
2.1.2.History of malls:.....	8
2.1.3. Types of malls:.....	9
2.1.3.1. Neighborhood center:.....	9
2.1.3.2. Community center :.....	9
2.1.3.3. Regional center:.....	9
2.1.3.4. Superregional center:.....	10
2.1.3.5. Fashion center:.....	10
2.1.3.6. Power center:.....	10
2.1.3.7. Theme center:.....	10
2.1.3.8. Outlet center:.....	10

2.2. Components of malls:	
2.2.1. Food court:.....	10
2.2.2. Department store:.....	10
2.2.3. Stand-alone store:.....	11
2.3. Retailing:.....	11
2.3.1. Types of retailing:.....	11
2.3.2. Organized retailing:.....	11
2.3.3. Un-organized retailing:.....	12
2.4. Analysis of retail malls in Islamabad:.....	13
2.4.1. Real estate industry affected by growth of malls in Islamabad:.....	16
2.4.2. Feature of malls for development of real estate:.....	16
2.5. Analysis of growth of shopping malls in Islamabad:.....	17
2.5.1. Analysis of malls by different Authors:.....	18
2.6. Feature that attract consumer towards centralized malls:.....	22
2.6.1. Why consumer more focus towards centralized malls:.....	22
2.7. Variables that influence consumer to malls:.....	23
2.7.1. Atmosphere:.....	23
2.7.2. Security:.....	24
2.7.3. Parking:.....	25
2.7.4. Accessibility:.....	25
2.8. Reason for growth of retail malls in Islamabad:.....	26
2.8.1. Macro environment:.....	26
2.8.2. Micro environment:.....	28
2.9. Major factors that distract consumer away from traditional markets:.....	30
2.9.1. Factor that distract consumer away from traditional market:.....	31

### **Chapter 3**

#### **Theoretical Framework and Hypotheses:**

3.1. Theoretical framework:.....	33
3.2. Hypotheses:.....	34

### **Chapter 4**

#### **Research Methodology:**

4.1. Research methodology:.....	36
4.2. Research collection:.....	36
4.3. Research sample:.....	36
4.4. Sample unit:.....	37
4.5. Secondary data:.....	37

### **Chapter 5**

#### **Data and Implication:**

Interpretation of data:.....	39
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### **Chapter 6**

#### **Conclusion and Recommendations:**

6.1. Conclusion:.....	67
6.2. Recommendations:.....	68
6.3. Limitations:.....	68
Questionnaire:.....	69
Bibliography:.....	