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Examination session (May or November)	MAY	Year	2013

Diploma Programme subject in which this extended essay is registered: GEOGRAPHY
(For an extended essay in the area of languages, state the language and whether it is group 1 or group 2.)

Title of the extended essay: "HOW DOES THE SPHERE OF INFLUENCE OF S.G.'S MAGNUM SHOPPING MALL DIFFER FROM THE SPHERE OF INFLUENCE OF CENTRAL SHOPPING MALL?"

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The extended essay I am submitting is my own work (apart from guidance allowed by the International Baccalaureate).

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Assessment form (for examiner use only)

Criteria	Achievement level					
	Examiner 1	maximum	Examiner 2	maximum	Examiner 3	
A research question	2	2		2		
B introduction	2	2		2		
C investigation	2	4		4		
D knowledge and understanding	2	4		4		
E reasoned argument	2	4		4		
F analysis and evaluation	2	4		4		
G use of subject language	3	4		4		
H conclusion	2	2		2		
I formal presentation	2	4		4		
J abstract	1	2		2		
K holistic judgment	1	4		4		
Total out of 36	21					

NAME:

SCHOOL:

SESSION NUMBER:

WORD COUNT: 3915

EXTENDED ESSAY 2013 GEOGRAPHY

How does the sphere of influence of S.G.S Magnum (Subhash Gulati Group) shopping mall differ from the sphere of influence of Pune Central-2 shopping mall?

Research Question:

“How does the sphere of influence of S.G.S Magnum (Subhash Gulati Group) shopping mall differ from the sphere of influence of Pune Central-2 shopping mall?”

Abstract

India has seen, in the recent past a massive growth in the construction of shopping malls. These malls have not only changed the pre-existing landscape of the cities in India, but changed consumer experience. This extended essay discusses the sphere of influence of two shopping malls located in the city of Pune, India through a survey of 40 persons visiting the mall, experience narrated by shop owners in the malls and businesses that surround the mall besides observations made by the author. The study hypothesized that the sphere of influence of a shopping mall varies according to its size, accessibility, geographical location and variety of shops present in the mall. Consumer's tastes and shopping preferences have had an impact on shopping behavior and distances they are willing to travel to get what they want. The study discusses and compares the two malls in terms of their potential impact on the environment, economic businesses, power and dominance structures that surround the shopping malls. Even if materials are available at closer distances, consumers are willing to travel a larger distance to experience certain unique characteristics of a mall. The essay concludes with an observation that each constructed mall does not have the same sphere of influence and carries a different clout. Perhaps decisions to construct malls in certain locations might consider the appeal that the mall would have and advertise its unique features in order to have a larger sphere of influence.

Table of contents

1. Title.....	4
2. Hypothesis.....	4
3. Introduction and Background.....	4
Evolution of shopping malls and their spread in India.....	4
4. Theoretical Background.....	6
5. Method of data collection.....	7
6. Analysis and Results.....	8
Description of the malls.....	10
Other aspects that might affect the sphere of influence.....	21
7. Conclusion.....	22
8. Bibliography.....	23
9. List of Tables.....	24
10. List of Figures.....	25

1. Title: Sphere of Influence of Shopping Malls in Pune city, India.

2. Hypothesis: It is expected that the sphere of influence (area/spread, number of people visiting (frequency of visits), local people lives, pre-existing businesses around the mall, levels of pollution, change in landscape, influence on lifestyle) of a shopping mall vary according to its geographical location and characteristics (size, accessibility, variety of products sold, design, ambience and entertainment).

3. Introduction and Background

The aim was to understand the sphere of influence of malls in general through the evaluation of two specific malls in the city of Pune. As defined by Oxford dictionary "*A sphere of influence is an area in which an organization has power to affect events and developments in that space*".

The study specifically aimed to examine the geographical or spatial location; size and variety of services offered in these two malls and the perceptions of those who frequent these malls and general observations of the popularity of the mall. It also aimed to know if the construction of the shopping malls has affected the lives of people living close to the area, the environment in terms of levels of pollution as well as the business in the shops and establishments that existed prior to the construction of the malls. The investigation was carried out in the city of Pune, India. This essay will discuss the sphere of influence and spatial distribution of two selected shopping malls from the city.

This topic was particularly interesting because there is a huge growth in the construction of malls and most things are available in one area and experience suggests that each mall offers different experiences, and the characteristics of the malls have influenced and altered people's lives. Construction of shopping malls is booming. This affects those living in the vicinity of a mall in at least two ways. Firstly, their immediate surroundings and quality of life are influenced by the mall's construction, infrastructure and presence. Secondly, there is no longer any need for consumers to travel far, to access their shopping needs. That second point however, bears closer scrutiny because data suggests that each mall offers a different experience and shoppers show preferences.

3.1 Evolution of shopping malls and their spread in India

Developing countries such as India have seen mushrooming construction in the recent past. There has also been a sudden spate in constructions of shopping malls in metropolitan cities. These shopping malls play a crucial role in the economy today as they sustain a number of jobs directly and indirectly. The construction and equipping of the mall requires vast amounts of capital and investment.

The development of shopping malls in India has been drastic. India's first operational mall called Crossroads was built in Mumbai in 1999. This mall attracted several consumers. The same year Ansal Plaza was built in New Delhi, covering an area of 150,000 square feet of shops that offered branded clothes, home furnishings and gadgets. Over the past six years, these malls have grown to six million square feet of shopping mall space in an already overcrowded Mumbai, New Delhi and Bangalore. It was reported that in 2007 India would be resident to 26.2 million square feet of shopping malls. India would witness growth in the number of shopping malls rising to 190 in 2010 and projected to grow to 280 by the end of 2012 (Times of India Dec 19th 2010)

In India, the emergence of shopping malls has altered the lifestyle of the local people. One of the reasons shopping malls have been more popular is due to the international appeal they offer. Commercial businesses hoped to provide a better shopping experience that would lead to additional revenue. In fact, malls are typically visited by working age individuals and have become the de facto "hang out" places of the young.

In India, once builders saw the impact that malls created on people, they mushroomed everywhere. There was heavy competition among different malls within the city, each striving to provide better variety and facilities than the next. As a result, shoppers have become more pronounced in their choices.

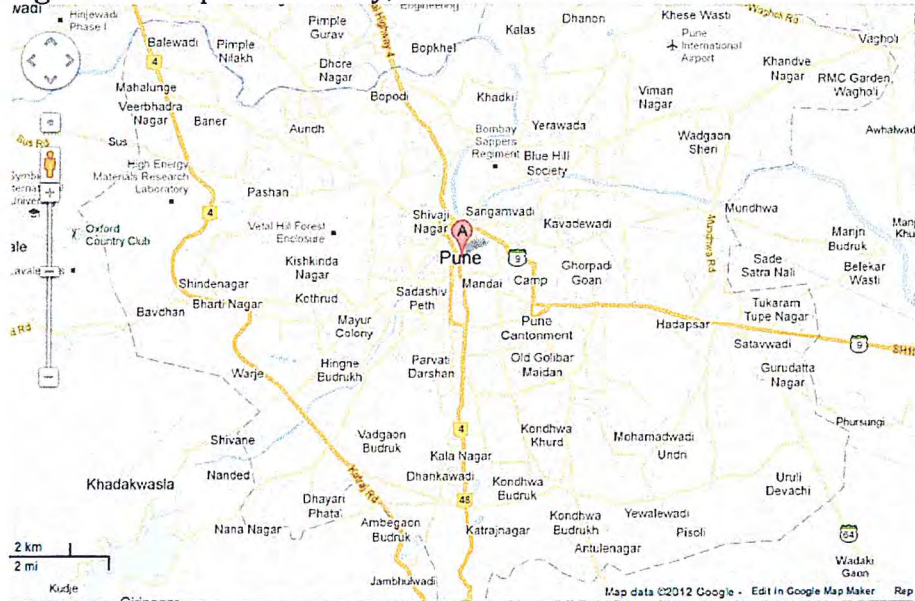
Since 2005, the construction of malls has spread to smaller satellite towns as well. Pune is one such satellite town of the commercial city of Mumbai that has also seen a rapid growth in the construction of malls. Pune city is popularly known as Oxford of the East for its educational institutions as well as its Film and Television Institute of India; it also serves as a cultural capital. It is located in the western part of India and is the second largest city after Mumbai in one of the largest states Maharashtra. (Figure 1a, 1b) It has a population of 13 million according to the 2011 census.

Pune has its first mall built in 2005 and since grown to 18 today. These malls are huge concrete structures and are visibly different from other local shops and have altered the landscape of the city. They are popular destinations for most people and the popularity of the malls is evident by the fact that they now have become important landmarks and reference points for those seeking directions.

Figure 1a- Map of Maharashtra state, India



Figure 1b- Map of Pune City, India



4. Theoretical Background

The geography theory that this essay is based is spatial distribution, sphere of influence and some aspects of the core and periphery model as proposed by Hirschman and Myrdal. This concept of core and periphery could be used in terms of the location of the mall that has a larger influence. As defined by National Geographic, spatial distribution is the distribution of anything that

exists and can be observed and mapped. The spheres of influence are the human activities that relate to the observed spatial distribution. The present essay is based on a small study focused on the significance of location of the construction of the two malls. There are also aspects in the essay that relate to theories of urbanization and settlements. The two malls are built in urban cities, and these have altered facilities available and individual behaviors, in terms of people's shopping preferences and entertainment. The constructions of malls are one of the aspects that have facilitated this change. These malls have also influenced the settlements surrounding them.

5. Method of Data Collection

The research into the sphere of influence for this study was based on the survey carried out in and around the two shopping malls in Pune city namely SGS Magnum (Subhash Gulati Group) and Pune Central 2. SGS mall and Central mall are two well-known malls in Pune. The two malls are located in different parts of the city (see figure 1b). SGS is located in the central part of the city and Pune Central is located northwest closer to the University of Pune.

A set of questions were prepared for an interview. The interviews were conducted on weekdays as well as weekends so as to include people who prefer to visit malls on weekends as it was anticipated that there would be more/different visitors on weekdays and weekends. Forty people in both the shopping malls were surveyed. Individuals belonged to two different age groups (see table 1). Shop owners within the malls were also interviewed and their answers were recorded. The questions for the shop owners related to the number of years worked at the mall, transportation used to reach the mall every day, the most frequent item sold in their store, whether they enjoyed their work or not as well as the approximate number of people who visit their shop in a day on weekends as well as weekdays.

A survey was also carried out in the local shops and services that surround the two malls. The questions included in the survey related to the number of years their business was present around the mall and whether the construction of the mall affected their business in any way. Specifically, questions were asked whether fewer people visit their stores due to the presence of the mall.

Table no. 1 Description and Number of person's interviewed

Visiting	S.G.S Mall	Central Mall
Age Group (n=40)		
16-20 (n=20)	8	2
Above 20 years (n=20)	6	4
Number of shop keepers	7	1
Number of business around the mall	9	2

6. Analysis and Results

The answers and observations were collated and percentages were calculated. The results include a description and comparison of the two malls, in terms of the kind of shops and services provided. It also describes the surrounds of the mall. The results provide a mapping of the distance from which people travel to visit each mall indicating the sphere of influence of the mall. It also describes the changes, if any, in the business that surround the mall that existed prior to their construction and perceptions regarding changes observed in traffic congestion and pollution levels. (See figure 2a, 2b, 2c)

Figure No2a: Pictorial Map of Aspects analyzed for Central Mall

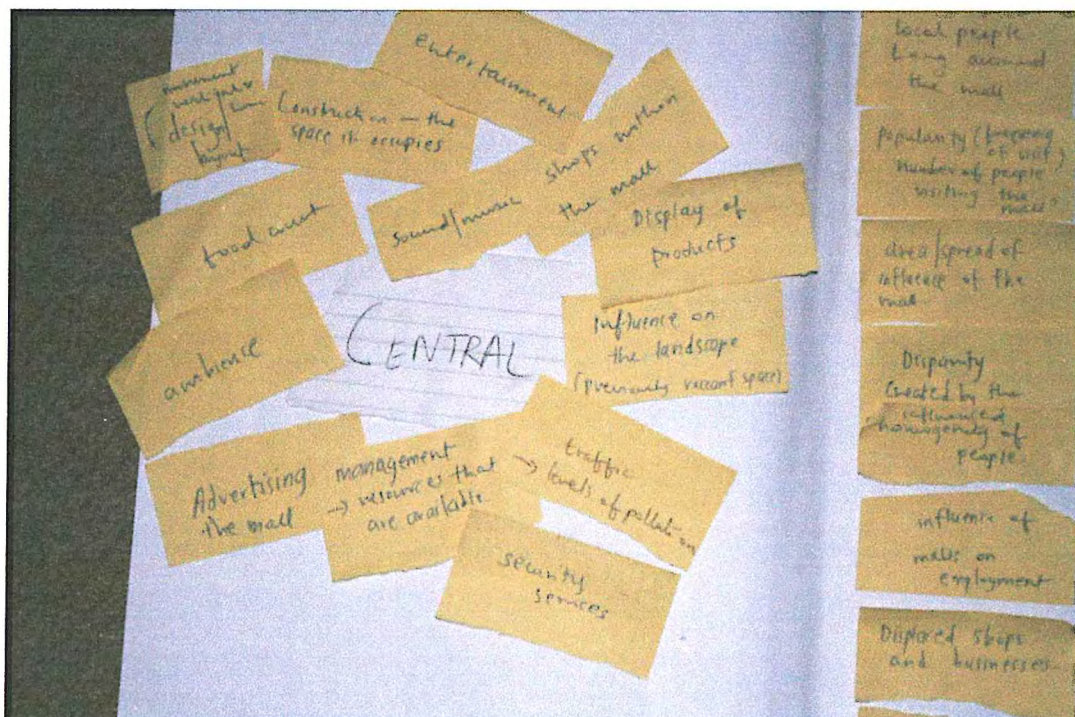


Figure No 2b: Pictorial Map of Aspects analyzed for SGS Mall

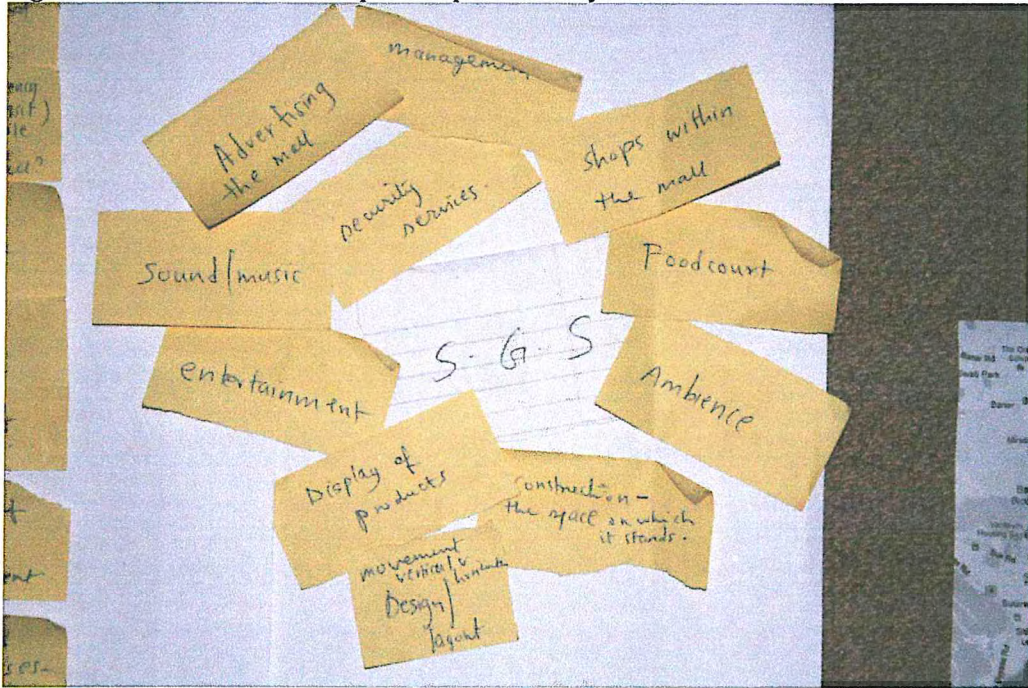
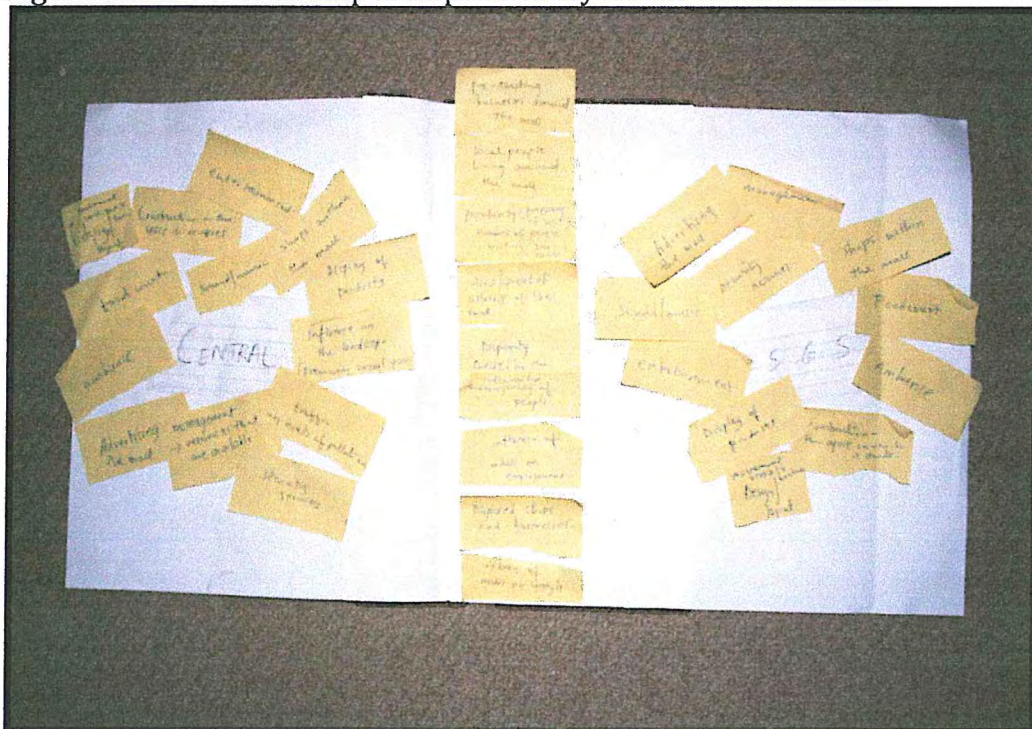


Figure No2c: Pictorial Map of Aspects analyzed for the two malls.



6.1 Description of the Malls

Location, Construction and Structure of malls

Pune Central 2 Mall – It is located on University road, and was built in 2007. It targets the student population aged 18 years to 24 years. This mall consists of five floors. Food courts and amusement, showrooms are available in the mall. The first floor contains accessories and cosmetics. The second floor consists of traditional Indian clothes and shoes. The third floor consists of gadgets and electronics. Sportswear and clothes are available on the fourth floor. The fifth floor has the food court as well as a small supermarket where grocery is available. This mall has a single entrance that is located on the first floor and the food court only offers Indian cuisine. The ground floor also has a small central café. (See Figure3a)

There is one restaurant and one local grocery store that surround Central mall. The mall has a collection of fashion fabrics. The mall houses around 250 clothing brands ranging from traditional, formal, casual and sport. The mall is spacious. This mall is much smaller compared to S.G.S. Therefore it can contain only a limited number of stores. There is no space for gaming facilities. This mall is located parallel to the main road and hence creates traffic and blocks cars.

Figure3a. An aerial view of Central Mall



SGS Magnum Mall- This mall is located on MG road, built in 2005, in the camp area in the center of the city already well known for traditional shopping. The mall consists of two floors, the lower ground and ground floor and an

underground parking space. The main entrance to the mall is at the ground floor; however there are four other peripheral entrances to the mall as well as one via the parking lot (See Figure 3b). International brands such as United Colours of Benetton, Westside, Body shop, and Esprit shops are located on this floor.

McDonalds, Pizza hut and other food retailers are also located on this floor. This floor also has gaming spaces. The lower ground (basement) floor (see Figure 3b) consists of international branded stores such as Levis, Reebok, US polo, Pepe Jeans and Nike, Mark and Spencer. It also has small food stalls – Subway, Costa Coffee and Baskin n Robins. This mall has a wider variety of food available, and is located in the central open space.

This mall is located in the heart of the city, and hence a lot of traffic is generated around the mall. The mall occupies more space that blocks traffic. An increase in traffic creates noise and air pollution in that locality. Residents are disturbed due to the music that is played inside the mall. This mall is much bigger in size as compared to Central; hence it generates more greenhouse gases and waste.

Figure 3b – SGS Basement (Lower Ground Floor and Parking area)

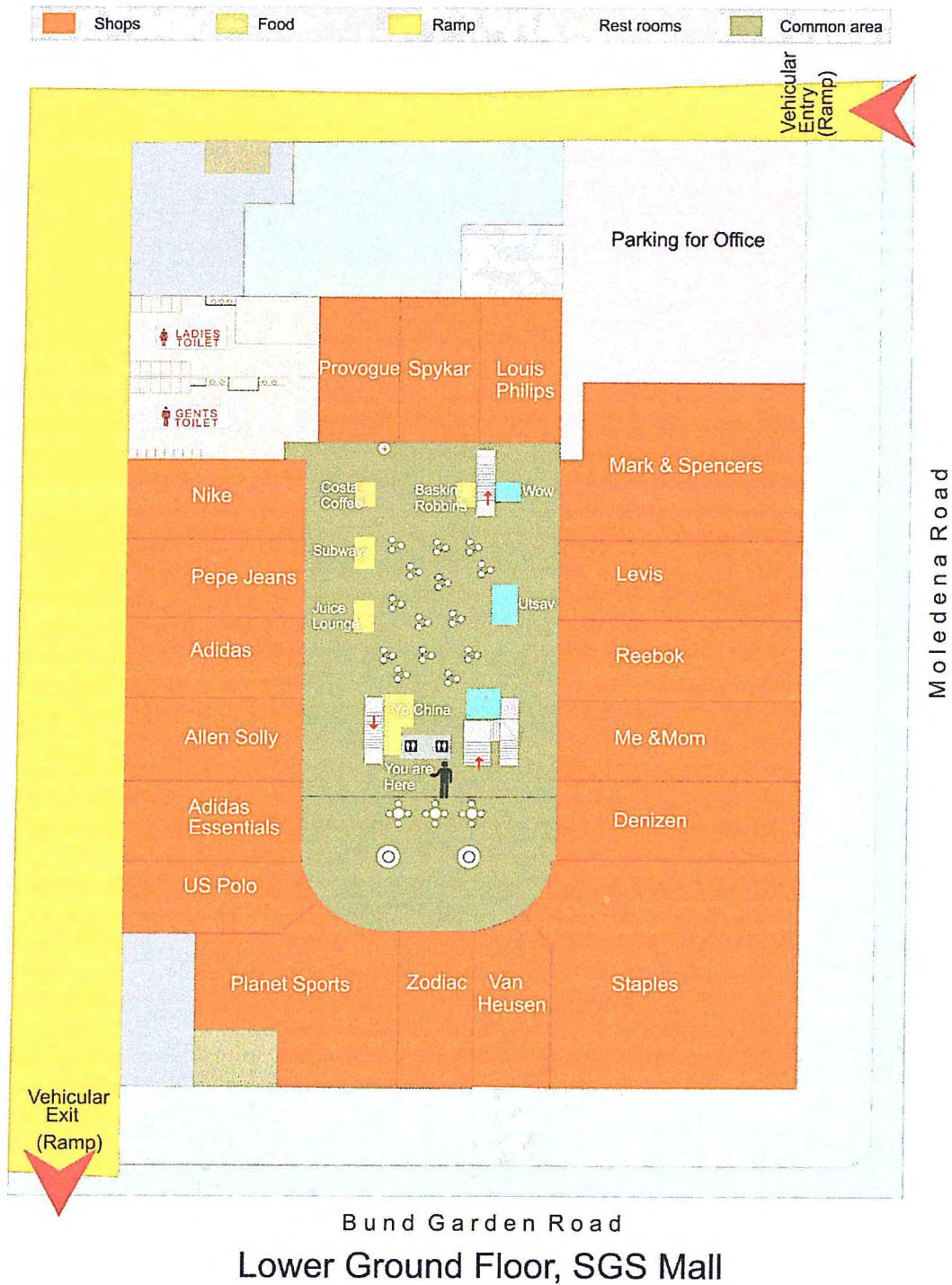
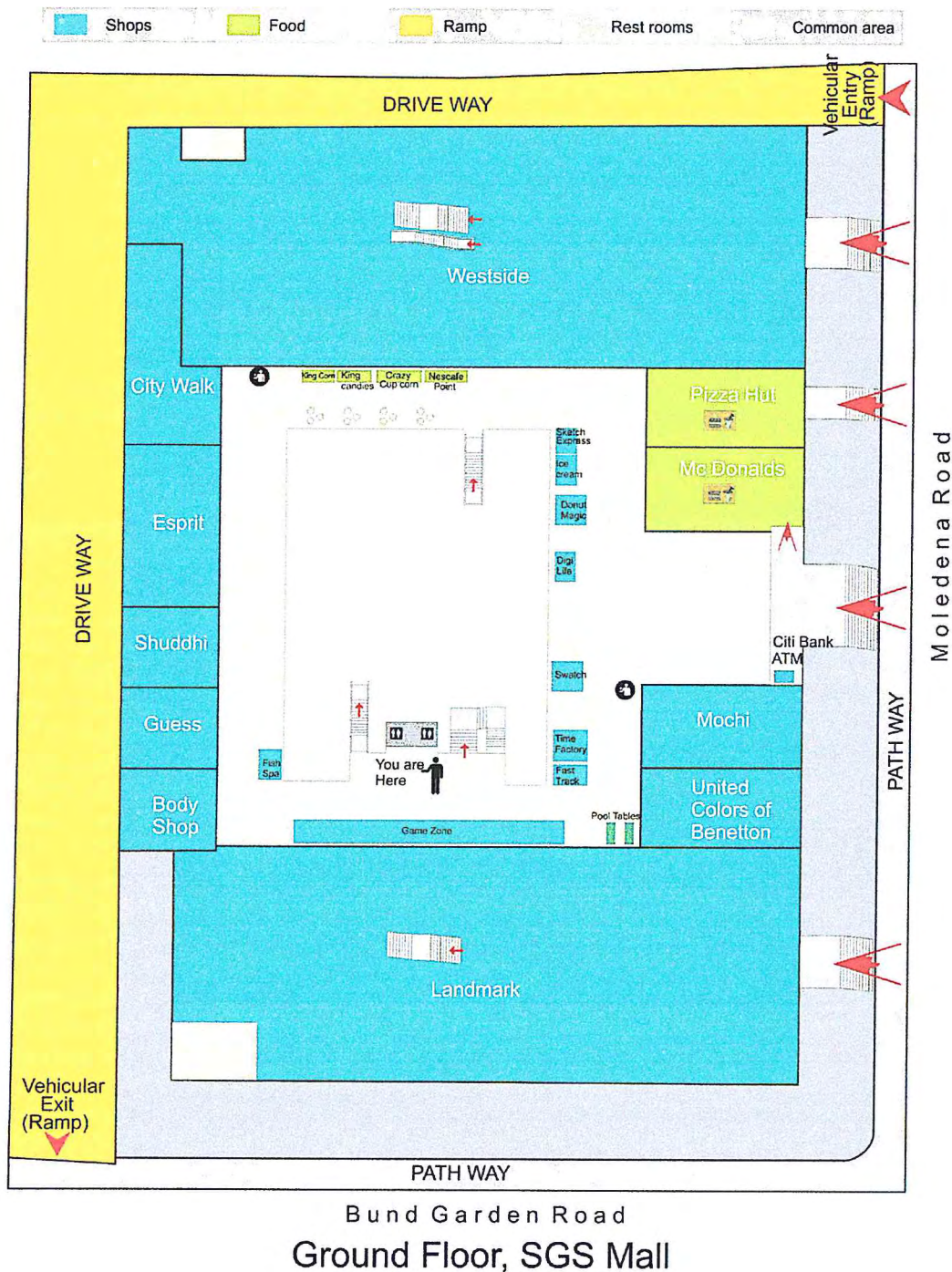


Figure 3c SGS Ground Floor showing entrance into the mall



In terms of the location, from Figure 1b it is clear that the SGS mall is located in the CBD; hence it is likely that it would have a greater sphere of influence. The CBD being the core region means that it is likely to have increased capital and investment. Myrdal's model of cumulative causation states that a change in one organization will lead to a consecutive change in the other organizations. The change occurs in a circular manner. The shops and stores around SGS mall underwent restructuring to make them more attractive to customers. The

periphery region receives more investment. SGS mall is located at the center of the city. By contrast the Central mall is located at the periphery of the city, hence is likely to have a smaller sphere of influence. Looking at the theory of Threshold population¹, which defines a certain minimum number of people required for the service to be worthwhile, SGS mall although expensive, attracts clients who are also interested in the food courts and gaming facilities. In comparison Pune Central, since the price structures are not so high its threshold population is balanced with the purchases made at the grocery store. More people will be required in order for the SGS mall to be viable and function.

SGS mall is surrounded by many local businesses. There is one grocery store and other small food outlets that surround this mall. There are other small boutiques that surround the mall as well.

The construction of each of these malls has had an impact on the environment. Shopping malls can contribute to environmental problems. There are stores within the mall that use energy and air-conditioning. Chlorinated hydrocarbons may also be generated from various shops within the mall. People usually travel to shopping malls by cars and two wheelers and several goods carriers refill the shops generating intense traffic. Vehicular traffic releases toxins and cause pollution in and around the area. Noise pollution emerging from the loud music played within the mall and honking of vehicles affects the residents living nearby. Malls consume a lot of energy and thus generate greenhouse gases. By this, they contribute to global warming and indirectly pollute the environment.

If people decide to travel longer distances to visit a particular shopping mall, that mall has a larger sphere of influence. Advertising is a key element that affects this sphere of influence. Interestingly, despite heavy advertising, the number of people who visit Central mall is small, compared to SGS mall. SGS mall has a larger sphere of influence despite minimal advertising.

• ¹ Waugh, D.(2000) **Geography An Integrated Approach UK:** Nelson

Shops and Services

Figure 4a – SGS Classification based variety of shops

SGS MALL

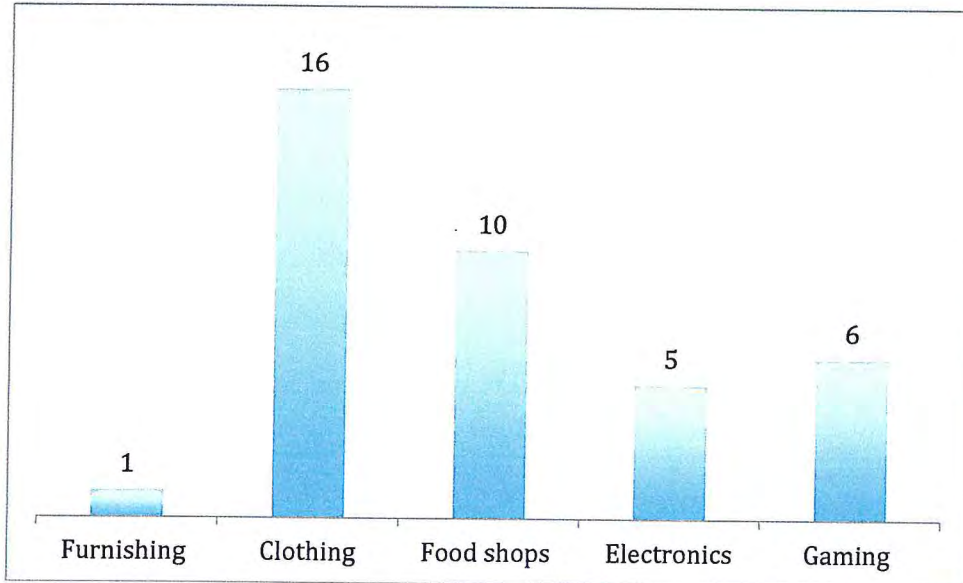
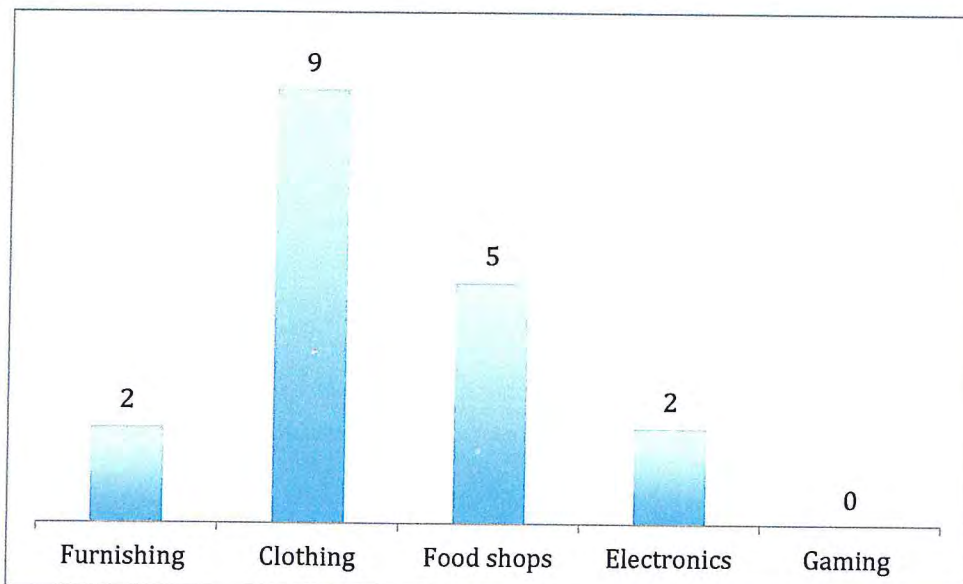


Figure 4a indicates that SGS mall has most number of clothing and food shops as compared with furnishing stores. There is a fairly good range of electronic and gaming stores in this shopping malls.

Figure 4b CENTRAL MALL – Shops and services



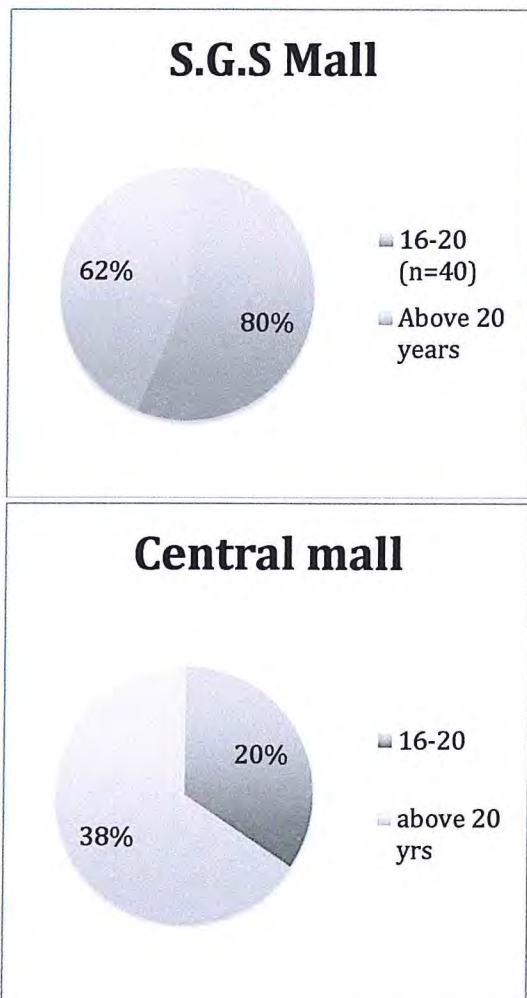
The 4b graph indicates that Central mall has few number clothing and food shops. There are no gaming facilities at all. There are a reasonable number of furnishings available at the mall.

Looking at the two graphs 4a and 4b, it is noticeable that SGS mall has a greater number of clothes and food stores as compared to Central mall. There are more gaming facilities at SGS which Central lacks. Central however, has more furnishing and Electronic stores as compared to SGS mall.

6.2 Description of age groups of visiting and major reason for choice

Figure number 5

Pie chart of age group of people visiting the malls



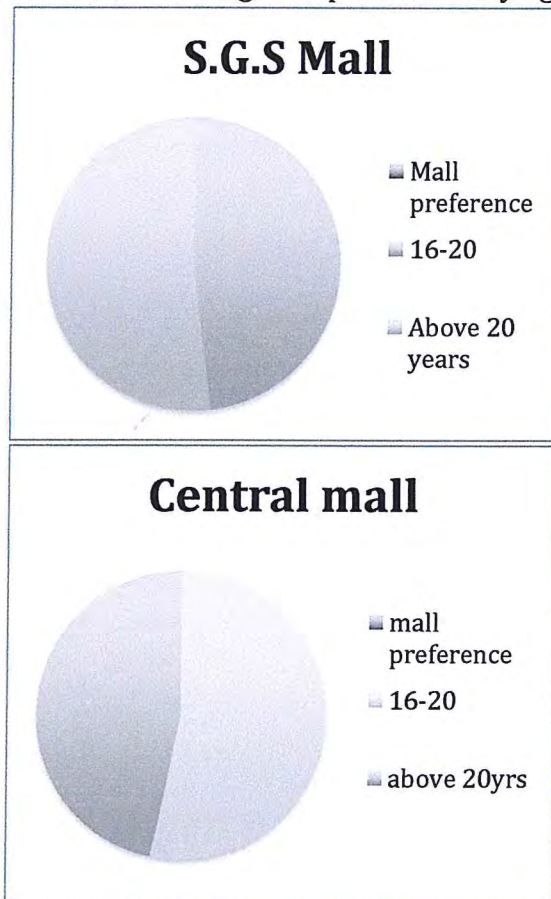
By looking at these two pie charts, and Table 2 we notice that the young age group that is between 16-20 years prefer visiting SGS mall rather than Central mall. This is despite Central mall being located closer to the University. Persons above 20 years prefer visiting Central mall rather than SGS mall possibly because of the grocery store

Table number 2 Preferred Mall by Age group

	S.G.S Mall	Central Mall
Mall preference		
16-20	8	5
Above 20 years	6	4

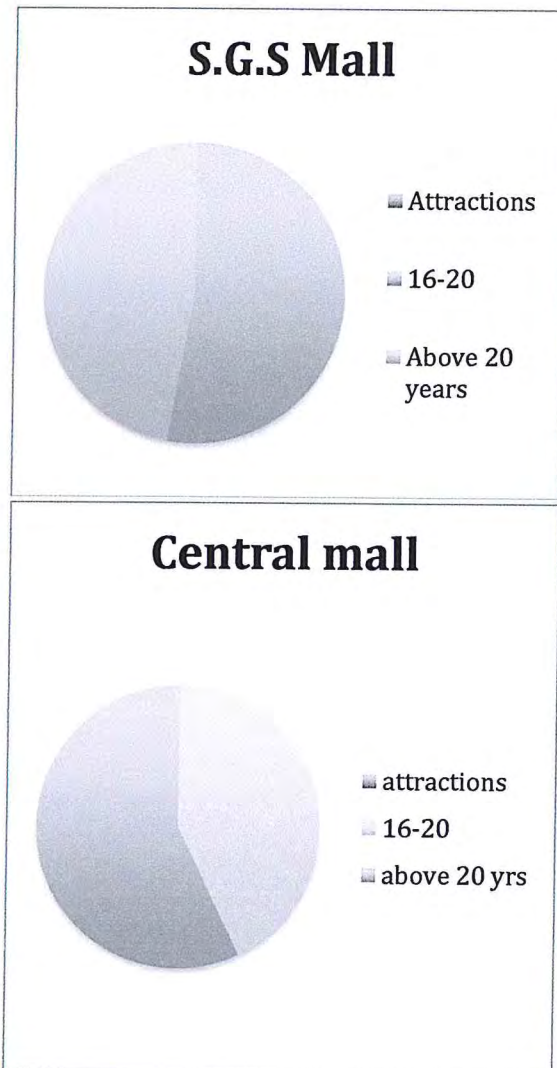
	S.G.S Mall	Central Mall
Attractions		
16-20	9	5
Above 20 years	8	3

Figure No 6
Pie chart showing mall preference by age group



From the above pie chart we infer that the young age group between 16-20 years in general prefer SGS mall rather than Central mall.

Figure number 7
Pie chart showing mall attraction by age group

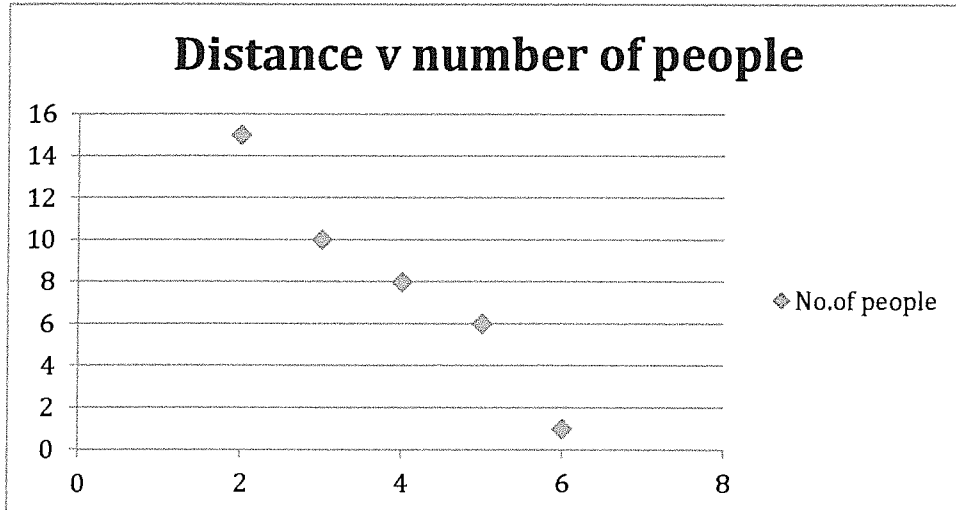


By looking at Figure 7 pie chart, and Table 2 we notice that the age group 16-20 years prefer visiting SGS mall for its attractions as compared to Central mall; but the age group above 20 years prefer visiting Central for its attractions, may possibly be because Central has a grocery and general provisions section which is not present in SGS mall.

6.3 Mapping distances from where individuals travel to visit the malls

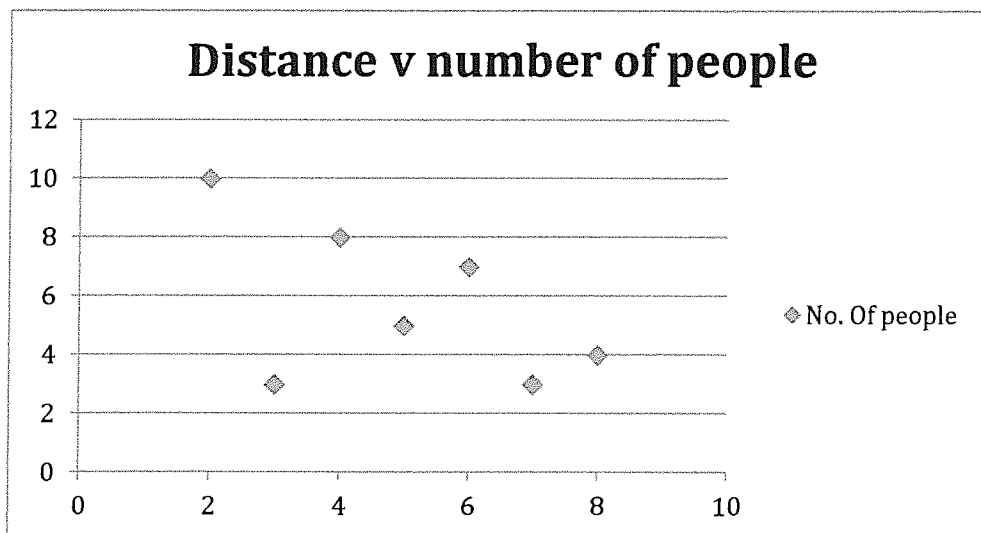
The maps (figure no 8a and 8b) indicate the distance and amount of time taken versus the number of people who are ready to travel that particular distance to visit the malls.

Figure 8a Central Mall



This graph shows that people don't travel a distance to access this mall. However, there are reasonably vast numbers of people who access this mall.

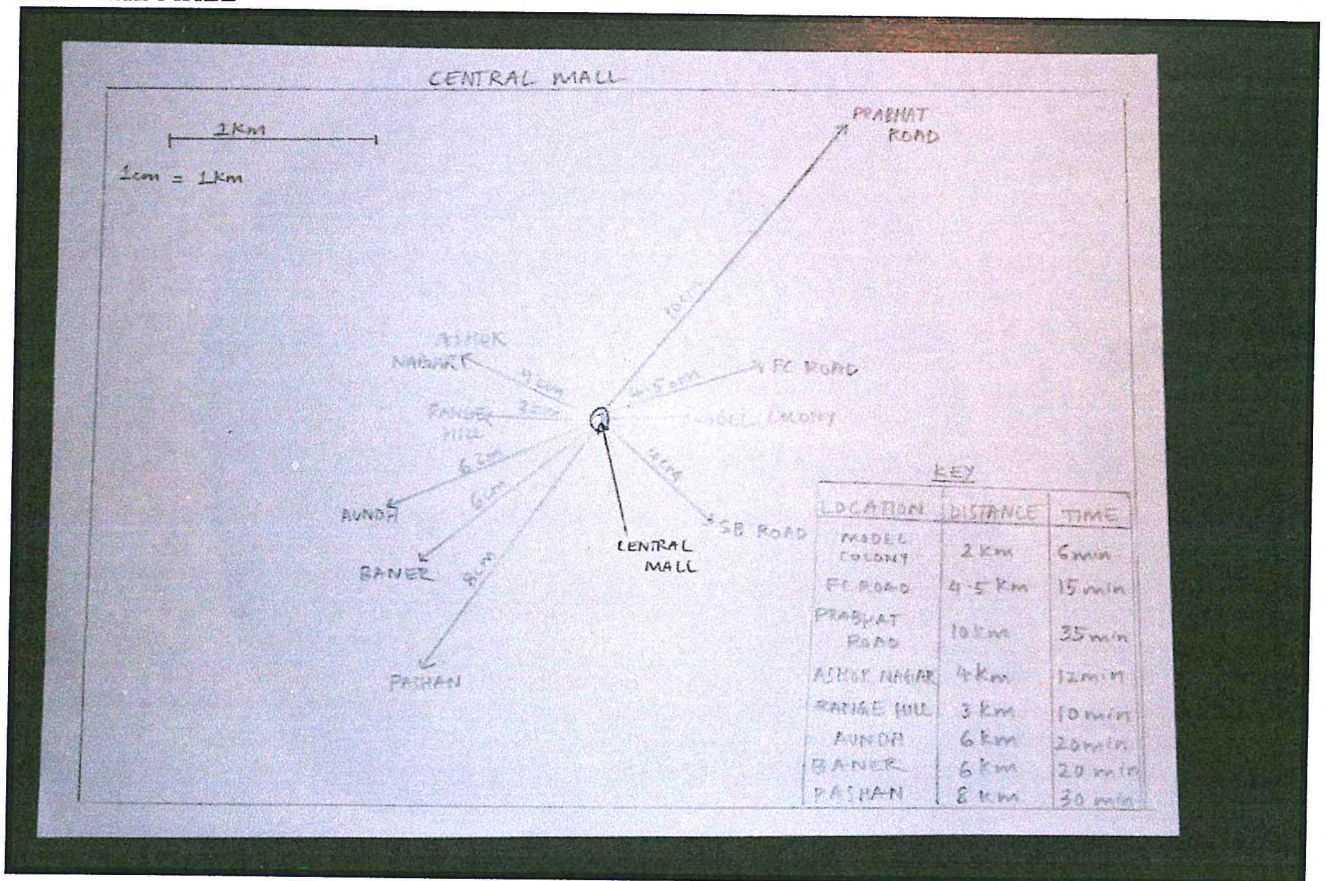
Figure 8b SGS mall



This graph shows that there are large numbers of people driven towards this mall. There are people who travel long distances to access this mall. Since the mall is located in the core, it also pulls in many people from the periphery area as well.

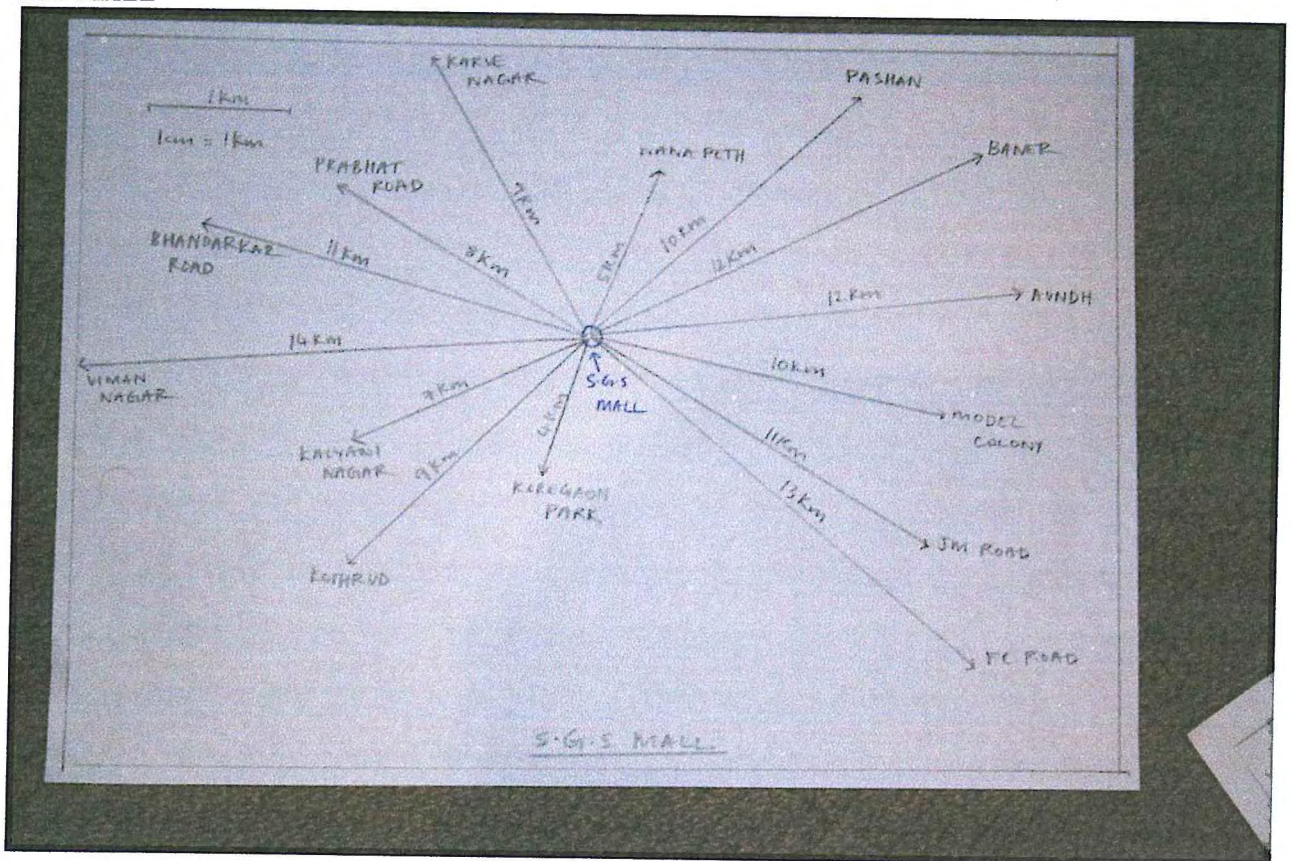
Figure 9 Map showing distance people travelled to visit each mall.

CENTRAL MALL



This map shows that there are not many people who are travelling far off distances to access this mall. The sphere of influence is small.

SGS MALL



This map shows that there are many people coming from different parts of the city to access this mall. SGS mall has a larger sphere of influence.

6.5 Other aspects that might affect the sphere of influence of a mall

It might be assumed that the consumer will prefer to visit a shopping mall that is easily accessible. The success of the mall is based on how well the mall has understood the customer's needs and is able to provide that need. Customers get an opportunity to explore what the mall is able to offer to them.

A larger range of shops would attract more people and hence they are ready to travel a longer distance to access these shops. It is assumed that the sphere of influence of larger mall would be greater than a small mall. This was not true with regard to the two malls studied. The success of the mall is based on how well the mall understood the customer's needs and is able to provide the need.

Another factor that affected the sphere of influence of shopping malls is the price of goods and the quality of those goods. It might be assumed that value for money will guide the consumer. However, the prices of goods at SGS mall were considerably higher than Central. Shoppers are willing to pay a premium for goods from SGS due to perceived better quality.

7. CONCLUSION

The sphere of influence of SGS mall is clearly larger than that of Central Mall. The reasons can be attributed to the experience that people have at the mall.

Shopping malls are business centers that attract a large number of people to experience the contentment of shopping. Shopping mall ambience and shopping satisfaction for consumers is vital. S.G.S mall is able to offer this to its consumers, whereas Central does not. The major factors that affect shopping encouragement are recreational activities, mall location, its ambience and store attractiveness. From the survey that was carried out, it was found that most consumers would visit the two shopping malls for leisure and buying a variety of goods that the mall offers. People are willing to pay more because of the variety and perceived quality of goods that are offered at SGS.

There are several factors that affect the sphere of influence of the two malls. Central mall is designed vertically with less space comparatively. There are no gaming facilities that the mall offers. The variety of clothes that the mall offers is not very impressive which influence the number of customers visiting. The atmosphere within the mall is not energetic enough to attract people. There are only two shops that surround Central mall, thereby reducing its sphere of influence.

The size of SGS mall was an advantage for it. The mall was able to contain more variety of stores, and a larger food court. The effect of brand stores attracts consumers towards the mall. There are many gaming facilities that SGS offers. The location of the mall is another influencing factor. It is located in the heart of the city and hence drives more people towards it. The mall has a lively atmosphere and ambience that attracts people to it. People are ready to travel long distances to access this mall as it provides them with things that satisfy the people's needs. The shops and services surrounding this mall also contributed to its greater sphere of influence.

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- http://www.google.ie/imgres?um=1&hl=en&tbo=d&biw=1024&bih=511&tbm=isch&tbnid=Ke0m-k8ZkiDTLM:&imgrefurl=http://www.probharat.com/india/states/maps/maharashtra-political-map.php&docid=HY3erbhsa1ARHM&imgurl=http://files.probharat.com/india/states/maps/maharashtra-political-map.jpg&w=594&h=503&ei=9IfEULT_G4eKhQeMplCoDw&zoom=1&iact=hc&vpx=12&vpy=202&dur=458&hovh=136&hovw=160&tx=91&ty=169&sig=102368102233924968751&page=1&tbnh=134&tbnw=159&start=0&ndsp=16&ved=1t:429,r:5,s:0,i:93 - map of Maharashtra
- <http://www.google.ie/imgres?um=1&hl=en&sa=N&tbo=d&biw=1024&bih=511&tbm=isch&tbnid=wV6SL2tdpO2dwM:&imgrefurl=http://www.whereincity.com/india/india-map.php&docid=KU88-B7SjfMvIM&imgurl=http://www.whereincity.com/india/images/india-map.gif&w=517&h=594&ei=WYjEUIriN4aFhQeSx4GwCQ&zoom=1&iact=rc&dur=368&sig=102368102233924968751&page=2&tbnh=140&tbnw=125&start=14&ndsp=20&ved=1t:429,r:14,s:0,i:189&tx=120&ty=53> - map of india
- <http://www.flickr.com/photos/davehudphoto/2656602283/> - central mall interior
- http://www.google.ie/imgres?um=1&hl=en&sa=N&tbo=d&biw=1024&bih=511&tbm=isch&tbnid=KbkLq-gRMOIMM:&imgrefurl=http://www.sgsmall.com/floor_plan.html&docid=qO

[vEOMJct1IYNM&imgurl=http://www.sgsmall.com/floorplan/Lower-Ground-floor.gif&w=1500&h=2048&ei=x4jEUSxHITDhAfw0ICoDQ&zoom=1&iact=hc&vpx=4&vpy=100&dur=337&hovh=263&hovw=192&tx=62&ty=119&sig=102368102233924968751&page=1&tbnh=153&tbnw=112&start=0&ndsp=10&ved=1t:429,r:0,s:0,i:81](http://www.sgsmall.com/floorplan/Lower-Ground-floor.gif&w=1500&h=2048&ei=x4jEUSxHITDhAfw0ICoDQ&zoom=1&iact=hc&vpx=4&vpy=100&dur=337&hovh=263&hovw=192&tx=62&ty=119&sig=102368102233924968751&page=1&tbnh=153&tbnw=112&start=0&ndsp=10&ved=1t:429,r:0,s:0,i:81) - lower ground floor sgs mall

- <http://www.google.ie/imgres?um=1&hl=en&tbo=d&biw=1024&bih=511&tbn=isch&tbnid=8vfuUMwDt9ZmcM:&imgrefurl=http://www.sgsmall.com/floorplan.html&docid=qOvEOMJct1IYNM&imgurl=http://www.sgsmall.com/floorplan/Ground-floor.gif&w=1500&h=2030&ei=B4nEUOiolcWYhQflzoG4Bg&zoom=1&iact=rc&dur=401&sig=102368102233924968751&page=1&tbnh=159&tbnw=117&start=0&ndsp=10&ved=1t:429,r:1,s:0,i:81&tx=36&ty=106> - ground floor sgs mall

LIST OF TABLES

- Table 1: Description and Number of person's interviewed
- Table 2: Preferred mall by age group

LIST OF FIGURES

- Figure 1a: Map of Maharashtra state, India
- Figure 1b: Map of Pune city, India
- Figure 2a: Pictorial map of aspects analyzed for Central Mall
- Figure 2b: Pictorial map of aspects analyzed for SGS Mall
- Figure 2c: Pictorial map of aspects analyzed for both malls
- Figure 3a: An aerial view of Central Mall
- Figure 3b: SGS basement
- Figure 3c: SGS ground floor showing entrance into the mall
- Figure 4a: SGS classification based variety of shops
- Figure 4b: Central Mall- shops and services
- Figure 5: pie chart of age group of people visiting the malls
- Figure 6: pie chart showing preference by age group
- Figure 7: Pie chart showing mall attraction by age group
- Figure 8a: Mapping distances from where individuals travel to visit the malls- Central Mall
- Figure 8b: SGS mall
- Figure 9a: Map showing people travelled to visit each mall- Central Mall and SGS Mall