
ADDRESSING THE CHALLENGES OF FUTURISTIC SHOPPING MALLS AND SUSTAINABILITY

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Abstract: Indian traditional shopping environments have evolved from varied forms such as weekly bazaars, street-side shopping, etc. Since 1990, India witnessed a revolution in shopping concepts in the form of 'shopping malls' that were environmentally controlled indoor spaces. This concept challenged Indian traditional shopping by controlling the types of users posing various environment related issues and their sustainability. Within span of twenty years, the mall culture faced its decline with various malls closed down or abandoned that are waiting to be revitalized. This paper attempts to identify the influencing factors and proposes guidelines futuristic malls to render them sustainable culturally, financially and environmentally. Both qualitative and quantitative methods of inquiry are applied thereby conducting two staged surveys that incorporated semi-structured interviews and questionnaire survey. The observation matrices were further analyzed with SPSS software. Evolved from the study are various factors responsible for success or failure of a shopping mall. It also suggests guidelines that may help designing the malls so as to render them sustainable in various terms. These guidelines may reduce the risk factors making the malls successful in all possible scenarios.

Keywords: Shopping Malls, Indian Traditional shopping, Environmental sustainability, Decline of mall culture
