

Accessibility Factor for Boulevard Shopping Mall, Hyderabad City, Pakistan

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Abstract – The shopping malls influence the development of public urban space and the perception, liveliness and attractiveness of city. This research was carried out to determine the accessibility of Boulevard shopping mall, Hyderabad City, Pakistan for consumers and visitors. The questionnaire survey technique was used for data collection for data analysis. The SPSS software was used. The results reveal that the consumers enjoy visiting the Boulevard shopping mall. However, due to accessibility issues, they are unable to frequently visit it. It is therefore recommended that public transport facility should be provided to make the mall accessible for everyone. New shopping malls should also be developed in other parts of Hyderabad city for the comfort of the consumers and visitors.

Keywords: Shopping Malls, Accessibility, Consumers, Boulevard Mall, Hyderabad City, Pakistan.

I. INTRODUCTION

Cities are the major driving mechanism to enrich economic development and boost trade and investment (Kalwar et al 2018; 2019; 2020; Rabia et al, 2020). The shopping mall is an important quasi-public space with economically driven urban development process. Presently, it has appeared entertainment center and social hub in cities (Stillerman and Salcedo, 2012; Goss, 1993; Han et al, 2019, Sahito et al, 2020).

A Shopping Mall can be considered as collection or congregation of various stores offering different brands, products or services at one place. A shopping center has numerous shops and organizations can rent/purchase these shops for setting up their own particular stores. Shopping malls are a noteworthy financial environment in a city and they drive monetary and social advancement (Shalini Singh, 2009, Sahito et al, 2020).

New shopping malls influence the development of public urban space and the perception, liveliness and attractiveness of city (Shalini Singh, 2009; Nguyen et al, 2019).

Today's shopping malls are like small cities within cities. The combination of urban functions, such as business, working, living, exhibition, hoteling, dining, meeting, recreation, transportation etc., are all interrelated, thus the shopping malls establishes a complete working-living-entertaining system in urban life (Bäckström, 2006; Han et al., 2019; Nguyen et al., 2019). Therefore, the function of traditional public spaces on streets and squares have now transformed into the shopping malls in contemporary cities (Goss, 1993; Stillerman and Salcedo, 2012; Sahito et al, 2020).

II. LITERATURE REVIEW

Debak (2015) described that several factors can attract the customers towards buying behavior one of the most important factor is location of the store. According to Sit and Merrilees (2005) the super stores are becoming more popular among the customers in the developing countries due to their prime location and multiple services for customers.

The visit of customer to the shopping mall also depends upon the distance from the residence of customer and also on the transportation expenses visit duration, and visiting day (Stillerman and Salcedo, 2012). Different customer like different characteristics of malls and different consumer has different taste and choices of products (Sit et al, 2003). Some features that fascinate the customer towards shopping mall are store location, travelling time, convenience, proximity to complimentary outlets and store visibility.

Han et al (2019) described that better parking space fascinated high income employees on the other side the mall that has no parking area create the traffic jam problem for the consumers as well as for the other citizen. To make the shopping easier super stores plays a vital role. They provide a lot of facilities like variety of products under one roof, good and pleasant environment, entertainment area for kids etc. This examine in India that the geographical area also plays important role in motivating buying behavior of young consumers (Shalini Singh, 2009). In traditional stores located in India examine the moderating effect of relationship between distances travelled by customers and the customer perceptions

of store and also found that customer perception and store attributes are positively interrelated (Manfredini and Jenner, 2015).

III. RESEARCH METHODOLOGY

The study had adopted quantitative and case study research approach (Memon et al, 2020; Mangi et al, 2020; Afrae et al, 2021; Abdul Ghaffar et al, 2021). The Boulevard of Hyderabad city was the case study area. The aim of the research was to determine the accessibility of Boulevard shopping mall for the inhabitants of Hyderabad City, Pakistan and surrounding areas like Tando Allahyar, Mirpurkhas, Badin and other cities.

The boulevard mall is presently the only shopping mall in Hyderabad city. Hyderabad city has three city talukas. The Qasimabad taluka, Latifabad taluka and Hyderabad City taluka. The Boulevard shopping mall is located in Latifabad taluka. The other are under construction and are not opened yet for shopping activities. A questionnaire survey was conducted to collect the data from the consumers of boulevard shopping mall (Sahito et al, 2020; Memon et al 2021; Rabia et al, 2021; Brohi et al, 2021). The random sampling technique was used with a sample size of 384 (Krejcie & Morgan, 1970; Mangi et al, 2019; Brohi et al, 2021; Memon et al, 2021). Collected data was analyzed by using SPSS Software (Statistical package for social sciences) (Rabia et al, 2020; Memon et al, 2021).

IV. RESULTS AND DISCUSSIONS

The Fig. 1 illustrates the visits that people do in the mall. Results shows that 4% respondents visit the mall every day, 12% visit once a week, 6% visit twice a week, 62% visit once in a month whereas, 16% respondents visit the mall twice a month.

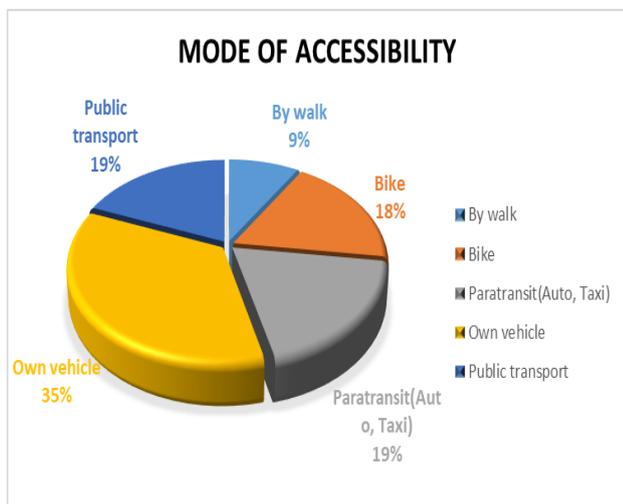


Figure 1: Mode of Accessibility to Access the Boulevard Mall

Fig. 2 shows the mode of accessibility that people used to access the shopping mall. Results revealed that 9 respondents come to the mall by walk, 18 by using bike, 19% through para transit, 35% by their own vehicles whereas, 19% access the mall by using public transport.



Figure 2: Visits in the Boulevard Mall

Fig.3 illustrates the time that consumers take to reach at the mall. Results shows that 38% respondents take 20-30 minutes, 22% take 31-40 minutes, 21% take 41-50 minutes and 19% respondents take more than 51 minutes to reach at the mall.

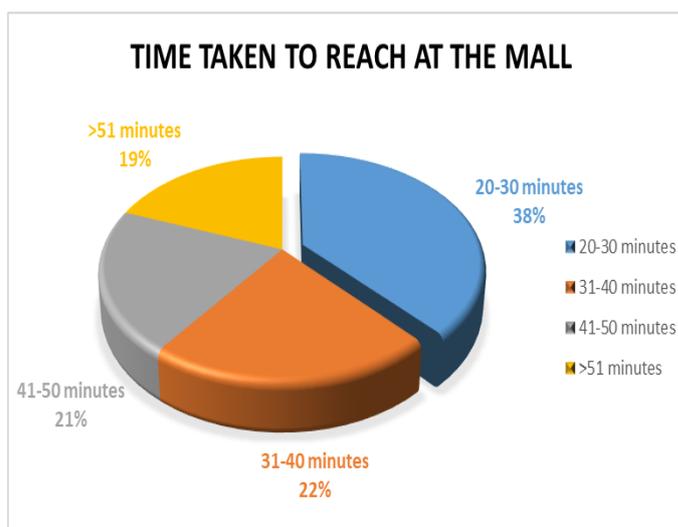


Figure 3: Time Taken to Reach at the Boulevard Mall

V. CONCLUSION

The aim of the study was to determine the accessibility of boulevard shopping mall of Hyderabad city for consumers. The results of data collected from the consumers and visitors reveal that they enjoy their visit to the boulevard mall.

However, around 50% respondents need 31-50 min to arrive at the mall (see Fig. 3). It is also clear from Fig. 1 that 355 consumers use their own vehicle to arrive at the Boulevard mall, whereas, 19% come on public transport. Therefore, 62% consumers prefer to visit the mall once in a month (see Fig. 2).

Boulevard mall is developed at Latifabad taluka of Hyderabad city. The people of Qasimabad and City Taluka need to come at Latifabad taluka to visit boulevard mall, which is far away for them. The direct public transport facility is also not provided. People use their own vehicles or taxis to arrive there. Therefore, it was concluded from these results that due to accessibility issues consumers and visitors cannot frequently visit the boulevard shopping mall. The mall is mostly used for shopping activities and not used for leisure activities as practiced in other countries. It is recommended that the public transport facility should be provided for the Boulevard mall. It is also recommended that other shopping malls should be developed at Qasimabad and Hyderabad City talukas so that the shopping malls should be accessible for the consumers and visitors.

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