

Field Survey Report on Organised and Unorganised Markets (A Comparative & Case Study of Phoenix United Mall & Mangal Bazaar, Lucknow)

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Abstract

This field survey report presents a comparative and case-based study of two contrasting retail environments—Phoenix United Mall, representing the organised retail sector, and Mangal Bazaar, representing the unorganised market system. The study was conducted through direct field visits, observation, and interaction with customers and sellers to understand how both markets function in real-life conditions. Primary data were collected from 20 customers and 10 sellers from each market using random and convenience sampling methods, along with on-site notes and informal interviews. The survey examined key aspects such as market structure, customer behaviour, pricing systems, seller experiences, infrastructure, and service facilities. The findings show that Phoenix United Mall offers a planned layout, standardised pricing, modern amenities, and a comfortable shopping environment, attracting mainly middle- and high-income consumers. In contrast, Mangal Bazaar operates in an open, unplanned setting with flexible pricing, heavy bargaining, minimal facilities, and strong personal interaction between buyers and sellers, catering mainly to budget-conscious customers. The study reveals that while organised markets provide convenience, quality, and security, unorganised markets offer affordability, flexibility, and accessibility. Both systems play a vital role in meeting the diverse needs of consumers and together form an essential part of the city’s retail ecosystem. The report highlights that neither system can fully replace the other, as both serve different segments of society and complement each other in the overall market structure.

Keywords - Organised Markets, Unorganised Markets, affordability, flexibility and strong customer-seller interaction.

Introduction

Our team conducted a detailed field survey to study and compare two very different types of markets: Phoenix United Mall, representing an organised retail system, and Mangal Bazaar, representing an unorganised, traditional market.

During our visits, we closely observed the physical layout, customer behaviour, pricing patterns, seller experiences, and service facilities. We also collected primary data through direct interaction with customers and sellers, informal interviews, and on-the-spot observation.

This report presents our findings in a simple, clear and personalised manner, exactly as we experienced them during our field visits.

Purpose of the Study

The main purpose of our survey was to understand:

- How organised and unorganised markets function in real situations

- How customers behave in different market environments
- How sellers operate and what challenges they face
- How pricing, quality and facilities differ
- How market structure shapes the purchasing experience

Research aimed to create a real-life comparison based on actual field observations rather than only theoretical knowledge.

Objectives of the Study

1. To compare organised and unorganised market structures
2. To understand customer behaviour in both markets
3. To analyse pricing systems and product quality differences
4. To study seller experiences and operational challenges
5. To observe infrastructure, facilities, and service quality
6. To highlight how both markets contribute to the city’s retail ecosystem

Research Methodology

Type of Study

- A descriptive and comparative field survey conducted by our team

Primary Data Collection

Data was collected through:

- Direct observation
- Discussions with vendors
- Interactions with customers
- On-site documentation
- Notes taken during field visits

Secondary Data

Secondary information was used from:

- Market websites
- News articles
- Retail studies
- Government reports

Sampling Method

- 20 customers from each market
- 10 sellers from each market
- Random and convenience sampling
- Data collected during peak and non-peak hours

Initial Field Visit Sheet

During our first visit, our team followed a simple checklist which included:

- Footfall observation
- Product variety scanning
- Seller interaction
- Basic price comparison
- Infrastructure notes

- Payment methods
- Customer behaviour patterns

This initial data helped us plan our detailed survey in the following visits.

Overview of the Markets

A. Phoenix United Mall (Organised Market)

Phoenix United Mall is located in a well-developed commercial area with clean surroundings and proper entry and exit gates. During our visit, we observed that it has:

- Branded outlets
- Large supermarkets
- Multiplex cinema
- Food courts
- Cafés and entertainment zones

The mall is fully air-conditioned and equipped with escalators, lifts, digital displays, CCTV cameras and trained security guards. Customers receive standardised services, with fixed MRP billing and return or exchange facilities.

B. Mangal Bazaar (Unorganised Market)

Mangal Bazaar is a busy traditional market filled with small stalls, roadside vendors, moving carts and family-run shops. During our visit, we observed:

- Open-air environment
- Seasonal and festival-based products
- Heavy crowd movement
- Bargaining at almost every stall
- Informal business style

Facilities are very basic, and customers depend on their bargaining skills and personal judgement of product quality.

Field Data Integration (From Our Handwritten Notes)

1. Cosmetics Seller (Mangal Bazaar)

- Sells facial, lip and eye cosmetics
- Daily sales: ₹200
- Profit: ₹100–150
- Low rent area
- Low competition
- Online payments handled by another person

This showed how unorganised markets often operate through shared responsibilities.

2. Men’s Clothing Stall

- Products: Shirts and T-shirts
- Daily customers: 8–10
- Daily revenue: ₹250–300
- Very low investment
- No exchange option
- Heavy bargaining

This helped us understand the **flexible pricing system**.

3. Women’s Clothing Seller

- Sells kurtis, tops and dupattas
- Heavy festival footfall
- High competition
- Profits vary
- Mostly cash payments

This showed the **temporary and seasonal nature** of unorganised markets.

Comparison Between Organised & Unorganised Markets

Feature	Phoenix Mall	Mangal Bazaar
Layout	Planned & structured	Unplanned & scattered
Store Type	Branded outlets	Local vendors
Registration	Fully registered	Mostly informal
Pricing	Fixed MRP	Bargaining
Bills	Proper billing	Mostly no bills
Payments	Digital & cash	Mostly cash

Customer Footfall

- **Phoenix Mall:** Consistent footfall, mainly upper-middle and high-income groups, peaks on weekends
- **Mangal Bazaar:** Budget shoppers, festival rush, slow afternoons

Infrastructure Comparison

Aspect	Mall	Bazaar
Cleanliness	High	Moderate to low
Parking	Organised	Roadside
Security	CCTV & guards	Minimal
Amenities	AC, lifts, washrooms	Basic

Seller Experiences

Phoenix Mall Sellers

- High rent
- Fixed rules
- Stable customers
- Higher profit margins

Mangal Bazaar Sellers

- Low investment
- Daily income varies
- Bargaining gives flexibility
- Competition depends on location

Major Differences Observed

- Malls provide comfort and quality; bazaars provide affordability and flexibility
- Mall customers focus on brands; bazaar customers focus on price
- Malls follow formal systems; bazaars depend on personal relationships
- Infrastructure is far better in malls

Conclusion

Our field survey clearly shows that both markets play important roles in the retail ecosystem. Phoenix United Mall offers a modern, comfortable and secure shopping experience, while Mangal Bazaar reflects traditional Indian market culture with affordability, flexibility and strong customer-seller interaction.

Each market serves different customer needs and complements the other.

Suggestions

For Mangal Bazaar Vendors

- Introduce digital payments
- Improve hygiene
- Use low-cost packaging
- Maintain price transparency

For Phoenix Mall Stores

- Include affordable brands
- Offer festival discounts
- Improve customer engagement

For Authorities

- Improve infrastructure in unorganised markets
- Regulate traffic and parking
- Provide training to small vendors

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