POSITIONING STRATEGIES OF MALLS: AN EMPIRICAL STUDY

INTRODUCTION

In the last decade, retailing sector in India has seen a vast transformation from traditional retailing to modern retailing. The traditional retail consists of small retailers like local Kirana shops, general stores, medical stores, footwear stores, apparel shops, hand-cart hawkers and footpath vendors. As per investment commission of India, there are 15 million such retail outlets in India (Knight Frank, 2010). As the economy has started growing in India, retail sector has also started modernising and growing. Some of the major industrial houses like Reliance Industries, Bharti group, Aditva Birla group and Tata Trent have entered this sector. Organised retail's share estimated around 10% to total retail in the year 2010 (Retailer, 2010) is very low compared to that of developed countries like U.S.A., U.K., France and Germany, where the share of organised retail is around 75-80% (Knight Frank, 2010). Hence it is expected that the growth of organised retail in India is going to be high in future. Amongst organised retail shopping malls are becoming attractive destinations for retailers and shoppers. In 1999, India had only 3 malls. In 2010 there were 190 malls and at present it is believed that there are around 280 malls in the country (CBRE, 2010). As it is clearly evident. number of malls has gone up tremendously over the years. However the growth story also has thrown up some hurdles.

During the boom days, many developers jumped into the fray of mall development. High economic growth, increasing size of middle class, high urbanisation rate and availability of personal credit have all contributed to large number of consumers shopping at the malls. This encouraged many developers jump into the bandwagon and start building malls. There was a rush to be there amongst the many malls which then had high footfalls. There was no proper planning, research, marketing and positioning strategy in place before getting into the mall business for many developers. This resulted in many of the malls not performing up to expectations. Some have high vacancy levels (Retailer, 2007), some have witnessed retailers leaving for the competitors, some have low footfalls and a few malls have closed down. However the malls which were strongly positioned are still doing well and are fully operational. This research has been conducted to find out the existing positioning strategies of malls, factors influencing positioning of malls, perceptions of shoppers regarding the

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Lee, In

Positioning Strategies Of Malls An Empirical Study:

Branding and Positioning in Base of the Pyramid Markets in Africa Charles Blankson, Stanley Coffie, 2019-09-10 Brand management to sustain corporate reputation and customer loyalty is essential for both multinationals and indigenous fi rms in Africa This book provides a practical overview of country branding and positioning activities in Africa based on a broad defi nition of base of the pyramid BoP marketing which includes both goods and services as well as business to business marketing corporate branding and country branding. The text highlights branding strategies that can be adopted in BoP markets as well as marketing mix strategies appropriate for much of the continent Taking into account the role of social networks culture and religion the book explores avenues for developing and building competitive advantage and how African countries can leverage country branding as part of the development process The book is ideal for researchers educators and advanced students in international marketing management and brand strategy who are interested in the unique branding characteristics of the African continent Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector Panwar, Upendra Singh, Kumar, Raj, Ray, Nilanjan, 2016-04-11 Economic growth is directly impacted by a multitude of different industries in recent years the service industry has emerged as a significant contributor to the global economy As such the effective management of this sector has become a widely studied topic The Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector is an authoritative reference source for the latest research on emerging methods for innovative service design and delivery examining how growing customer expectations and global competition has influenced this industry Featuring quality factors marketing tools and the effects of consumer behavior this publication is ideally suited for researchers professionals and academicians actively involved in the service industry Supply Chain Vedran Kordic, 2008-02-01 Traditionally supply chain management has meant factories assembly lines warehouses transportation vehicles and time sheets Modern supply chain management is a highly complex multidimensional problem set with virtually endless number of variables for optimization An Internet enabled supply chain may have just in time delivery precise inventory visibility and up to the minute distribution tracking capabilities Technology advances have enabled supply chains to become strategic weapons that can help avoid disasters lower costs and make money From internal enterprise processes to external business transactions with suppliers transporters channels and end users marks the wide range of challenges researchers have to handle The aim of this book is at revealing and illustrating this diversity in terms of scientific and theoretical fundamentals prevailing concepts as well as current practical applications

<u>Social Innovation</u> Carmen Ruiz Viñals, Carmen Parra Rodríguez, 2013-08-21 Social innovation can be simply defined as the new ideas and initiatives that make it possible to meet our society s challenges in areas such as the environment education employment culture health and economic development It is currently becoming increasingly important as a central concept for social theories and politics This edited volume brings together interdisciplinary contributions which examine the complex

interrelation between innovation and social problems a link which has been surprisingly underexplored in academia and practice thus far Social Innovation New Forms of Organisation in Knowledge Based Societies examines the mutual interdependence of innovation processes and social affairs This interdependent relationship is characterised by a high degree of complexity which stems on the one hand from the true uncertain character of innovation and on the other hand from the different time scales in both domains The alliance between innovation and social policy is highly relevant to the challenges which we are facing in the 21st century such as resource scarcity ageing societies and climate change All of these issues demand substantial continuous and sustainable structural change to maintain international competitiveness Social change can only be understood by improving our knowledge about the impact of innovation processes in their co evolutionary alliance with social evolution The purpose of this book is to increase awareness of social participation among civil society organisations SMEs governments and research institutions in order to promote economic political and social changes that enhance collective welfare This volume offers a key starting point for those looking to further explore this important realm of Journal of Retailing New York University. Institute of Retail Management, New York University. School social research of Retailing, 2004 Strategy, Adoption, and Competitive Advantage of Mobile Services in the Global Economy Lee, In,2012-07-31 As business paradigm shifts from a desktop centric environment to a data centric mobile environment mobile services provide numerous new business opportunities and in some cases challenge some of the basic premises of existing business models Strategy Adoption and Competitive Advantage of Mobile Services in the Global Economy seeks to foster a scientific understanding of mobile services provide a timely publication of current research efforts and forecast future trends in the mobile services industry. This book is an ideal resource for academics researchers government policymakers as well as corporate managers looking to enhance their competitive edge in or understanding of mobile services Management Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein, 2016-10-07 This book is devoted to the dynamic development of retailing The focus is on various strategy concepts adopted by retailing companies and their implementation in practice This is not a traditional textbook or collection of case studies it aims to demonstrate the complex and manifold questions of retail management in the form of twenty lessons where each lesson provides a thematic overview of key issues and illustrates them via a comprehensive case study The examples are all internationally known retail companies to facilitate an understanding of what is involved in strategic retail management and illustrate best practices In the third edition all chapters were revised and updated Two new chapters were added to treat topics like corporate social responsibility as well as marketing communication All case studies were replaced by new ones to reflect the most recent developments Well known retail companies from different countries like Tesco Zalando Hugo Boss Carrefour Amazon Otto Group are now used to illustrate particular aspects of retail management Proceedings of the 2000 Academy of Marketing Science (AMS) Annual Conference Harlan E. Spotts, H. Lee Meadow, 2014-11-05 Founded in 1971 the Academy of Marketing Science is an

international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy's flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science This volume includes the full proceedings from the 2000 Academy of Marketing Science AMS Annual Conference held in Montreal Canada **Handbook of Consumer Psychology** Curtis P. Haugtvedt, Paul M. Herr, Frank R. Kardes, 2018-12-07 This Handbook contains a unique collection of chapters written by the world's leading researchers in the dynamic field of consumer psychology Although these researchers are housed in different academic departments ie marketing psychology advertising communications all have the common goal of attaining a better scientific understanding of cognitive affective and behavioral responses to products and services the marketing of these products and services and societal and ethical concerns associated with marketing processes Consumer psychology is a discipline at the interface of marketing advertising and psychology The research in this area focuses on fundamental psychological processes as well as on issues associated with the use of theoretical principles in applied contexts The Handbook presents state of the art research as well as providing a place for authors to put forward suggestions for future research and practice The Handbook is most appropriate for graduate level courses in marketing psychology communications consumer behavior and advertising The Routledge Companion to the Geography of International Business Gary Cook, Jennifer Johns, Frank McDonald, Jonathan Beaverstock, Naresh Pandit, 2018-05-08 The fields of Economic Geography and International Business share an interest in the same phenomena whilst each provides both a differing perspective and different research methods in attempting to understand those phenomena The Routledge Companion to the Geography of International Business explores the nature and scope of inter disciplinary work between Economic Geography and International Business in explaining the central issues in the international economy Contributions written by leading specialists in each field including some chapters written by inter disciplinary teams focus on the nature of multinational firms and their strategies where they choose to locate their activities how they create and manage international networks and the key relationships between multinationals and the places where they place their operations Topics covered include the internationalisation of service industries the influence of location on the competitiveness of firms and the economic dynamism of regions and where economic activity takes place and how knowledge goods and services flow between locations The book examines the areas for fruitful inter disciplinary work between International Business and Economic Geography and sets out a road map for future joint research and is an essential resource for students and practitioners of International Business and Economic Development Handbook of

Research on Strategic Retailing of Private Label Products in a Recovering Economy Gómez-Suárez,

Mónica, Martínez-Ruiz, María Pilar, 2016-06-20 As the global market continues to recuperate from economic downfall it is essential for private label products to find ways to compete with alternatives offered by wholesale and national retailers In many cases it becomes difficult for off brand products to generate market appeal when consumers have preconceived notions about the quality of generic products and loyalty to branded products The Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy emphasizes advertising and promotional approaches being utilized as well as consumer behavior and satisfaction in response to marketing strategies and the sensitive pricing techniques being implemented to endorse generic and store brand products available on the market Highlighting brand competition between wholesalers retailers and private brand names following a global economic crisis this publication is an extensive resource for researchers graduate students economists and business professionals Fuzzy Systems and Data Mining V A.J. Tallón-Ballesteros, 2019-11-06 The Fuzzy Systems and Data Mining FSDM conference is an annual event encompassing four main themes fuzzy theory algorithms and systems which includes topics like stability foundations and control fuzzy application which covers different kinds of processing as well as hardware and architectures for big data and time series and has wide applicability the interdisciplinary field of fuzzy logic and data mining encompassing applications in electrical industrial chemical and engineering fields as well as management and environmental issues and data mining outlining new approaches to big data massive data scalable parallel and distributed algorithms. The annual conference provides a platform for knowledge exchange between international experts researchers academics and delegates from industry This book includes the papers accepted and presented at the 5th International Conference on Fuzzy Systems and Data Mining FSDM 2019 held in Kitakyushu Japan on 18 21 October 2019 This year FSDM received 442 submissions All papers were carefully reviewed by program committee members taking account of the quality novelty soundness breadth and depth of the research topics falling within the scope of FSDM The committee finally decided to accept 137 papers which represents an acceptance rate of about 30% The papers presented here are arranged in two sections Fuzzy Sets and Data Mining and Communications and Networks Providing an overview of the most recent scientific and technological advances in the fields of fuzzy systems and data mining the book will be of interest to all those working in these fields Handbook of Research on Effective Marketing in Contemporary Globalism Christiansen, Bryan, Yıldız, Salih, Yıldız, Emel, 2014-06-30 The 21st century has brought about many changes in the economic realm due to acceleration of globalization The competitive landscape in numerous areas must always be reinvented to account for these changes therefore making different marketing efforts a requirement for long term success The Handbook of Research on Effective Marketing in Contemporary Globalism provides readers with an understanding of the importance of marketing products and services across different cultures and languages in an era of high global competition Intensified globalization shifting demographics and rapid innovations in technology and productivity

solidify this publication s importance to scholar practitioners business executives and undergraduate graduate students Promotional Strategies and New Service Opportunities in Emerging Economies Nadda, Vipin, Dadwal, Sumesh, Rahimi, Roya, 2017-01-10 Continuous improvements in emerging economies have created more opportunities for industrialization and rapid growth This not only leads to higher standards in accounting and security regulations but it increases the overall marketing efficiency Promotional Strategies and New Service Opportunities in Emerging Economies is a key resource in the field of service marketing and promotions service innovations and branding in developing countries Highlighting multidisciplinary studies on self service technologies sustainable consumption and customer relation management this publication is an ideal reference source for policy makers academicians practitioners researchers students marketers and government officials actively involved in the services industry Digital Influence on Consumer Habits Nripendra Singh, Pooja Kansra, S.L. Gupta, 2024-04-23 Readers will learn service quality peer pressure online reviewers effect in the digital environment to aid in understanding the various risks and challenges involved in the digital environment with examples of changing business and consumer scenario case studies as a result of Digital Transformation Handbook of Environment and Society Jules Pretty, Andy Ball, Ted Benton, Julia Guivant, David R Lee, David Orr, Max Pfeffer, Professor Hugh Ward, 2007-10-30 A monumental and timely contribution to scholarship on society and environments The handbook makes it easy and compelling for anyone to learn about that scholarship in its full manifestations and as represented by some of the most highly respected researchers and thinkers in the English speaking world It is wide reaching in scope and far reaching in its implications for public and private action a definite must for serious researchers and their libraries Bonnie J McCay Rutgers University This is the desert island book for anyone interested in the relationship between society and the environment The editors have assembled a masterful collection of contributions on every conceivable dimension of environmental thinking in the social sciences and humanities No library should be without it Robyn Eckersley University of Melbourne The SAGE Handbook of Environment and Society focuses on the interactions between people societies and economies and the state of nature and the environment Editorially integrated but written from multi disciplinary perspectives it is organised in seven sections Environmental thought past and present Valuing the environment Knowledges and knowing Political economy of environmental change Environmental technologies Redesigning natures Institutions and policies for influencing the environment Key themes include locations where the environment society relation is most acute where for example there are few natural resources or where industrialization is unregulated the discussion of these issues at different scales local regional national and global the cost of damage to resources and the relation between principal actors in the environment society nexus Aimed at an international audience of academics research students researchers practitioners and policy makers The SAGE Handbook of Environment and Society presents readers in social science and natural science with a manual of the past present and future of environment society links Advances in

National Brand and Private Label Marketing Francisco J. Martínez-López, Juan Carlos Gázquez-Abad, Raj Sethuraman, 2015-06-03 This book presents the latest research and recent studies in the field of national brand and private label marketing It covers a wide range of topics including retailing marketing general business psychology economics and statistics It addresses diverse areas of application such as brand naming and packaging decisions price elasticity positioning branding consumer motivation online communities economic crisis strategies in growth and mature private labels The contributions are organized according to the following themes consumer behaviour strategic decisions branding market trends and theoretical research The book presents a collection of original rigorous and relevant contributions from the 2015 National Brands and Private Label Marketing conference in Barcelona **New Perspectives in Luxury Branding Emerald** Group Publishing Limited, 2015-10-29 This collection of key articles offers insights across a range of sectors Some of the things the book will explain include The influence of social media on the building of luxury brands The effect of the consumption of counterfeit luxury goods on identity The value of brand extension as a strategy in regards to luxury fashion Wiley Guide to Fair Value Under IFRS James P. Catty, 2010-05-03 Your one indispensable guide to all the Fair brands Value requirements of IFRS Acomplete guide to the complex valuation requirements of IFRS this book includes chapters on theoretical and practical applications with extensive examples illustrating the required techniques for each application Appropriate for anyone involved professionally with finance managers accountants investors bankers instructors and students this guide draws on a stellar panel of expert contributors from fourteen countries who provide international coverage and insight into a diverse range of topics including Fair Value in implementing IFRS Market Approach Income Approach Capitalization and Discounting Methods Economic and Industry Conditions Cost of Capital Financial Statement Analyses Impairment Testing Intellectual Property Rights patents copyrights trademarks Projecting Financial Statements Liabilities Customer Relationships Share based Payment Plant and Equipment Guide to Fair Value Under IFRS is the first international valuation book of its kind Fully compliant with the Certified Valuation Analyst curriculum it provides detailed guidance as to how fair value is to be determined and fills numerous gaps in common understanding of IFRS requirements

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