

# **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, Aditya 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

# Positioning Strategies Of Malls An Empirical Study

**Christiansen, Bryan, Yıldız, Salih, Yıldız,  
Emel**

## **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 firms in Africa. This book provides a practical overview of country branding and positioning activities in Africa based on a broad definition 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 have 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 a 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, this book 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.

*Social Innovation* 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 social research

*Handelsmanagement* Joachim Zentes, Bernhard Swoboda, Thomas Foscht, 2012-11-13 Modernes Handelsmanagement Zentes Swoboda Foscht Handelsmanagement 3 Auflage 2012 ISBN 978 3 8006 4265 6 Handelsmanagement komplett Handelsunternehmen bauen ihre Wertsch pfungstiefe sowohl up stream als auch down stream aus Auch Industrieunternehmen gestalten ihre Wertsch pfungsarchitekturen zunehmend um Durch absatzmarktorientierte Vertikalisierung werden auch sie zu H ndlern Das Buch f hrt in die neuen Ans tze und Methoden des modernen Handelsmanagements ein und erkl rt die Zusammenh nge in der Handelspraxis Handelsmanagement in der Praxis Diese Ans tze und Methoden des Handelsmanagements werden vorgestellt Strategien Betriebs und Vertriebstypen des Handels Optionen des Absatzmarketing Gestaltung der Supply Chain Konzepte der F h rung in Handelsunternehmen

**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

**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

Trends in Retail Marketing in India Marri Sreenivasulu,2017-07-20 Retail is the sale of goods to end users not for resale but for use and consumption by the purchaser This excludes direct interface between the manufacturers and institutional buyers such as the government and other bulk customers Retailing is the last link that connects the individual consumers with the manufacturing and distribution chain Retail is the fastest growing sector in the Indian economy Traditional markets are making way for new formats such as departmental stores hypermarkets supermarkets and specialty stores Western style malls have begun appearing in metros and second rung cities alike introducing the Indian consumer to an unparalleled shopping experience This comparative study focuses on the costumers of Reliance Mart and Big Bazaar with regard to their buying tactics shopping behavior expectations perceptions satisfaction and brand loyalty 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 Advances in Sociology Research Leopold M. Stoneham,2004 Presents original research results on the leading edge of sociology Each chapter has been carefully selected in an attempt to present substantial advances across a broad spectrum **Improving Marketing Strategies for Private Label Products** Arslan, Yusuf,2019-09-20 With changing economic and social environmental conditions and diversified consumer attitudes national and international competition has increased among retailers Private label brands have started to follow a dynamic structure in order to adapt themselves to developing environmental conditions Today private label products are often mentioned as a mechanism for reaching differentiation in the market and for helping retailers to strengthen consumer loyalty Improving Marketing Strategies for Private Label Products is a collection of innovative research that examines how some markets are successful and what other markets can do to increase their market share in terms of private label products It supports in the

development of marketing strategies that can help make a private label product more successful While highlighting topics including e commerce national branding and consumer behavior this book is ideally designed for marketing professionals managers executives entrepreneurs business owners business practitioners researchers academicians and students

**Supply Chain Management Strategies and Risk Assessment in Retail Environments** Kumar, Akhilesh,Saurav, Swapnil,2017-12-15 The proper understanding and managing of project risks and uncertainties is crucial to any organization It is paramount that all phases of project development and execution are monitored to avoid poor project results from meager economics overspending and reputation Supply Chain Management Strategies and Risk Assessment in Retail Environments is a comprehensive reference source for the latest scholarly material on effectively managing risk factors and implementing the latest supply management strategies in retail environments Featuring coverage on relevant topics such as omni channel retail green supply chain and customer loyalty this book is geared toward academicians researchers and students seeking current research on the challenges and opportunities available in the realm of retail and the flow of materials information and finances between companies and consumers

**The Strategies of China's Firms** Hailan Yang,Stephen Morgan,Ying Wang,2015-07-24 This book aims to analyze how China s firms in the consumer electronics CE sector have developed their business strategy and corporate governance during the reform process This book examines the CE sector in particular because it is one of the country s most important and dynamic manufacturing sectors and one of the earliest market oriented sectors focuses on firms with different ownership provides cases that offer insights into the interactions among key factors of environmental changes exploitative and explorative strategies and performance in a transition environment explains why the strategies of some firms do not fit with their environments which leads to their poorer competitive position compares the corporate governance of the China s firms with different ownership explores the different ways of development of China s firms in the consumer electronics sector from the perspectives of business strategy and corporate governance includes some wider policy related implications related to the reform of China s firms

**Handbook of Research on Contemporary Consumerism** Kaufmann, Hans Ruediger,Panni, Mohammad Fateh Ali Khan,2019-09-20 Societal marketing has gained widespread recognition in the marketing discipline both in academia and the professional industry The Handbook of Research on Contemporary Consumerism is an essential reference source that provides an in depth understanding on the various aspects and issues of consumerism and reveals the critical success factors and conceptual and theoretical frameworks of these concepts from recent contexts and perspectives Additionally it examines the impact of identity on marketing and branding from the consumerist perspective discusses consumerism as a source of innovation and product development and provides insights on consumerism and profitability Featuring research on topics such as circular economy digital marketing and social media this book is ideally designed for practitioners managers marketers academic researchers and students

*Proceedings of the 1998 Academy of Marketing Science (AMS) Annual Conference* John B. Ford,Earl D.

Honeycutt, Jr.,2015-02-05 This volume includes the full proceedings from the 1998 Academy of Marketing Science AMS Annual Conference held in Norfolk Virginia The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy consumer behaviour entrepreneurial marketing international marketing advertising marketing education among others 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

Retail Marketing A. Sivakumar,2007 Focuses on the marketing dimension of retailing This book analyses the concepts and practices in developed retail markets and illustrates their applications in the Indian context It is suitable for students teachers managers entrepreneurs and practitioners interested in the retail business

**Advances in Theory and Practice in Store Brand Operations** Jiazhen Huo,2021-01-04 This book is developed by focusing on the four issues 1 product strategy of private brand 2 pricing strategy of private brand 3 channel strategy with private brand introduction and 4 supply chain coordination with private brand introduction Private brand PB also known as private label PL or store brand SB refers to a brand created and controlled by a retailer In the 1960s and 1970s private labels began to emerge in France and England Although private label has grown rapidly worldwide market share varies greatly from region to region According to Nielsen s 2018 Global Private Label Report the largest markets for private label products are found primarily in the more mature European retail markets In recent years many large domestic retail enterprises have launched their own brand products With the growth of e commerce some online retailers have also launched private label goods JD started to introduce its private brands in 2010 with annual sales of its private brand products reaching several hundred million yuan However at present the market share of China s private label is only 1 3% which still has a big gap compared with Europe and America The main challenges to China s private label lie in private brand operations management Among them how to select the correct product categories how to make pricing decision how to restructure channels and how to coordinate supply chain after introducing private brands are four operations management problems need to be solved

Handbook of Pricing Research in Marketing Vithala R. Rao,2009 Pricing is an essential aspect of the marketing mix for brands and products Further pricing research in marketing is interdisciplinary utilizing economic and psychological concepts with special emphasis on measurement and estimation This unique Handbook provides current knowledge of pricing in a single authoritative volume and brings together new cutting edge research by established marketing scholars on a range of topics

in the area The environment in which pricing decisions and transactions are implemented has changed dramatically mainly due to the advent of the Internet and the practices of advance selling and yield management Over the years marketing scholars have incorporated developments in game theory and microeconomics behavioral decision theory psychological and social dimensions and newer market mechanisms of auctions in their contributions to pricing research These chapters specifically written for this Handbook cover these various developments and concepts as applied to tackling pricing problems Academics and doctoral students in marketing and applied economics as well as pricing focused business practitioners and consultants will appreciate the state of the art research herein

### **Tools and Techniques for Implementing**

**International E-Trading Tactics for Competitive Advantage** Meral, Yurdagül,2019-09-20 The use of ICT applications has dipped into almost every aspect of the business sector including trade With the volume of e commerce increasing international traders must switch their rules and practices to e trade to survive in such a competitive market However the complexity of international trade which covers customs processes different legislation specific documentation requirements different languages different currencies and different payment systems and risk presents its own challenges in this transition Tools and Techniques for Implementing International E Trading Tactics for Competitive Advantage examines the multidisciplinary approach of international e trade as it applies to information technology digital marketing digital communication online reputation management and different legislation and risks The content within this publication examines digital advertising consumer behavior and e commerce and is designed for international traders entrepreneurs business professionals researchers academicians and students

### **Marketing Strategies for the Internationalization of**

**Businesses and Brands** Teixeira, Sandrina Francisca,Remondes, Jorge,Zelaya, Sandra,2025-07-31 International marketing plays a pivotal role in how companies navigate the complexities of globalization cultural diversity and rapidly evolving digital landscapes Understanding how to effectively enter and operate in foreign markets is essential for business growth innovation and long term sustainability As digital transformation reshapes consumer behavior and business models companies must adapt their strategies to stay competitive and relevant across borders Exploring the dynamics of cross cultural communication regulatory environments and digital tools helps professionals make informed impactful decisions in the global marketplace This area of study supports the development of globally minded leaders capable of driving inclusive and adaptive business practices Marketing Strategies for the Internationalization of Businesses and Brands provides a comprehensive and up to date analysis of international marketing It focuses on the changes and challenges companies face in today s globalized world Covering topics such as artificial intelligence e commerce and social media this book is an excellent resource for educators researchers academicians marketing professionals business leaders and executives and more

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