

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

Anthony S. Fauci



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Unveiling the Energy of Verbal Art: An Emotional Sojourn through **Positioning Strategies Of Malls An Empirical Study**

In a world inundated with displays and the cacophony of instantaneous connection, the profound power and psychological resonance of verbal beauty frequently diminish into obscurity, eclipsed by the regular assault of noise and distractions. Yet, set within the lyrical pages of **Positioning Strategies Of Malls An Empirical Study**, a captivating perform of literary beauty that impulses with natural thoughts, lies an wonderful trip waiting to be embarked upon. Published with a virtuoso wordsmith, this magical opus instructions readers on a psychological odyssey, delicately revealing the latent potential and profound affect stuck within the complicated web of language. Within the heart-wrenching expanse with this evocative analysis, we shall embark upon an introspective exploration of the book is key styles, dissect their fascinating publishing style, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

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