A shopping mall, shopping centre, shopping arcade, shopping precinct or simply mall is one or more buildings forming a complex of shops representing merchandisers with interconnecting walkways enabling visitors to walk from unit to unit. Other establishments including movie theaters and restaurants are also often included. As traders moved into more spacious shops in the early 19th century high streets developed but wealthier people started wanting shelter from rain so shopping arcades were developed. With new innovations like escalators these evolved into shopping centre and with the rise of the automobile these evolved into shopping malls.

In places around the world, the term shopping center is used especially in Europe, Australia and South America. Outside of North America shopping precinct and shopping arcades are also used. In North America, Gulf countries and India the term shopping mall is usually applied to enclosed retail structures and is generally abbreviated to simply mall while shopping center usually refers to open air retail complexes. Generally both types of facilities have large parking lots, face major traffic arterials and few pedestrian connections to surrounding neighborhoods.

Mall primarily refers to either a shopping mall means a place where a collection of shops all adjoin a pedestrian area or an exclusively pedestrian zoned street that allows shoppers to walk without interference from vehicle traffic. Mall is generally used in North America to refer to a large shopping area usually composed of a single building which contains multiple shops usually “anchored” by one or more departmental stores surrounded by a parking lot while the term “arcade” is more often used especially in Britain to refer to a narrow pedestrian only street which often covered or between closely spaced buildings. Shopping centers in the United Kingdom can be referred as shopping centers or shopping precincts. Westfield Stratford city in London is the largest shopping center in Europe with over 330 shops, 50 restaurants and 11 screen cinemas and Westfield London is the largest inner city shopping center in Europe.¹

1.1 Background To The Research On Shopping Malls

As we know that everybody is a consumer in this world. Every day, we are buying and consuming a variety of goods and services. In ancient time, the buyers purchased their required daily needs materials from the shops of “haats or paith” in the village market or town market or from the wandering sellers called as “feriwal” here and there. After some time, there was a change in selling or purchasing style of modern consumers in comparison to ancient traditional purchasing behaviour of the buyers. Now, the customers purchase from the retail outlets, departmental stores or multiple stores in the cities. But now a day, a customer prefers purchasing from the shopping malls especially in metropolitan cities.

Mall is a one stop destination. It is a set of homogenous and heterogeneous shops adjoining a pedestrian or an exclusive pedestrian street that makes it easy for shopper to walk from store to store without interference from vehicular traffic. The National Capital Region (NCR) is popularly known as “Mall Region”. Now in India first true shopping mall –“Crossroads” has been completed with food courts, recreation facilities and large car parking space etc. It was inaugurated in Mumbai in 1999.

1.1.1 Brief History Of Shopping Malls

Shopping is the examining of goods or services from retailers with the intent to purchase at that time. Shopping is an activity of selection and purchase. In some contexts it is considered a leisure activity as well as an economic one. One of the earliest public shopping centers is Trajan's Market in Rome located in Trajan's Forum. Trajan's Market was probably built around 100 to110 AD by Apollo Dorus of Damascus and is thought to be the world's oldest shopping center and a forerunner for the shopping mall.

The Grand Bazaar of Istanbul was built in the 15th century and is still one of the largest covered shopping centers in the world with more than 58 streets and 4,000 shops. Numerous others covered shopping arcades such as the 19th century Al Hamidiyah Souq in Damascus, Syria might also be considered precursors to the present day shopping mall. Isfahan ’s Grand Bazaar which is largely covered dates from the 10th century. The 10 kilometer long covered Tehran's Grand Bazaar also has a long history. Gostiny Dvor in St. Petersburg which

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opened in 1785 may be regarded as one of the first purposely built mall type shopping complexes as it consisted of more than 100 shops covering an area of over 53,000 m² or 570,000 sq ft. The Marche des Enfants Rouges in Paris opened in 1628 and still runs today. The Oxford Covered Market in Oxford, England opened in 1774 and still runs today. The Passage du Caire was opened in Paris in 1798. The Burlington Arcade in London was opened in 1819. The Arcade in Providence, Rhode Island introduced the retail arcade concept to the United States in 1828.

In the mid 20th century with the rise of the suburb and automobile culture in the United States a new style of shopping center was created away from downtown. Mall construction in America was encouraged by the accelerated depreciation laws of 1954 which incentivized Greenfield development on the urban fringe. A second stimulus came from legislation passed in 1960 which allowed investors to band together in REITs (Real Estate Investment Trusts) to avoid corporate income taxes. The laws helped to shape the familiar exurban landscape of malls, motels and fast food chains. The Cleveland Arcade was among the first indoor shopping arcades in the US and an architectural triumph. When the building opened in 1890 two sides of the arcade had 1,600 panes of glass set in iron framing and is a prime example of Victorian architecture.

The early shopping center in the United States took shape at the Grandview Avenue Shopping Center in Grandview Heights, Ohio in 1928 the first regional shopping center in America that integrated parking into the design. This general plan by Don Monroe Casto Sr. became the prototype of shopping centers for several decades. Other important shopping centers built in the 1920s and early 1930s include Country Club Plaza in Kansas City, Missouri, the Highland Park Village in Dallas, Texas, River Oaks in Houston, Texas and the Park and Shop in Washington, D.C. The suburban shopping center concept evolved further in the United States after World War II. Town & Country Village also opened in 1946 in Sacramento, California. Then the Broadway Crenshaw Center or Baldwin Hills Crenshaw Plaza was dedicated in Los Angeles in 1947. Two more suburban shopping centers were completed in 1949. Town and Country Drive in Shopping Center or Town and Country Shopping Center in Whitehall, Ohio was a strip type complex erected in the environs of Columbus, Ohio. Open air type malls were also built in Canada and Australia.

For pioneering the soon to be enormously popular mall concept in this form Gruen has been called the “most influential architect of the twentieth century” by Malcolm Gladwell. The
first retail complex to be promoted as a “mall” was Paramus, New Jersey's Bergen Mall. The center which opened with an open air format in 1957 was enclosed in 1973. The first fully enclosed shopping mall in Canada was Wellington Square. It was designed for Eaton's by John Graham Jr. as an enclosed mall with a department store anchor and subterranean parking. It opened in downtown London, Ontario on August 11, 1960. After several renovations it remains open today as City Plaza. This formula became a popular way to build retail across the world. In the UK, Chirps Street Market was the first pedestrian shopping area built with a road at the shop fronts. The first mall-type shopping precinct in Great Britain was built in the downtown area of Birmingham known as Bull Ring Centre (now Bull Ring Birmingham). This was followed by Brent Cross Centre, Britain's first out-of-town shopping mall which was dedicated on the northern outskirts of London in March 1976.

In the United States, developer such as A. Alfred Taubman of Taubman Centers extended the concept further in 1980, with terrazzo tiles at the Mall at Short Hills in New Jersey, indoor fountains and two levels allowing a shopper to make a circuit of all the stores. Taubman believed carpeting increased friction and slowing down customers so it was removed. Ala Moana Center in Honolulu, Hawaii is currently the largest open-air mall in the world and was one of the largest malls in the United States when it opened for business in August 1959. It is currently the sixteenth largest in the country. The Outlets at Bergen Town Center, the oldest enclosed mall in New Jersey, opened in Paramus on November 14, 1957, with Dave Garroway, host of the Today Show, serving as master of ceremonies.

Fairs and markets have a long history that started when man felt the need to exchange goods. People would shop for goods at a weekly market in nearby towns. Then shops began to be permanently established. Shops were specialized e.g. a bakery, a butchery, a grocer. Then supermarkets appeared. There have been three major phases in the shopping or trading world in the last 100 years.3

1. Customers would be served by the shopkeeper who would retrieve all the goods on their shopping list. Shops would often deliver the goods to the customers’ homes.
2. Customers have to select goods retrieve them off the shelves using self service and even pack their own goods. Customers deliver their own goods.

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3. Customers select goods via the internet. The goods are delivered to their homes as in phase one.

Home mail delivery systems and modern technology such as television, telephones and the Internet in combination with electronic commerce and business to consumer electronic commerce systems allow consumers to shop from home. There are three main types of home shopping: mail or telephone ordering from catalogs; telephone ordering in response to advertisements in print and electronic media such as periodicals, TV and radio and online shopping. Online shopping has completely redefined the way people make their buying decisions; the Internet provides access to a lot of information about a particular product which can be looked at evaluated and comparison priced at any given time. Online shopping allows the buyer to save the time and expense which would have been spent traveling to the store or mall.

1.1.1.1 Global Scenario Of Shopping Malls

Various covered shopping arcades such as the 19th century Al-Hamidiyah Souq in Damascus, Syria can be considered precursors to the present day shopping mall. Isfahan's Grand Bazaar which is largely covered dates from the 10th century. The 10 kilometer long covered Tehran's Grand Bazaar also has a long history. The Grand Bazaar of Istanbul was built in the 15th century and is still one of the largest covered markets in the world with more than 58 streets and 4,000 shops. In the mid 20th century a new style of shopping centre was created away from downtown with the rise of the suburb and automobile culture in the United States. The Cleveland Arcade was among the first indoor shopping arcades in the US and an architectural triumph. When the building opened in 1890, two sides of the arcade had 1,600 panes of glass set in iron framing. It is a prime example of Victorian architecture. The first retail complex to be promoted as a “mall” was Paramus, New Jersey's Bergen Mall. The first fully enclosed shopping mall in Canada was Wellington Square. Presently, the largest open air mall is Ala Moana Center in Honolulu, Hawaii in the world. The largest mall ever is South China Mall in Dongguan, China with gross floor area of 892,000 m² (9,600,000 sq ft). The second largest shopping mall in the world is the Golden Resources Mall in Beijing, China with gross floor area of 680,000 m² (7,300,000 sq ft). The

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SM City North EDSA in the Philippines opened in November 1985 is the world’s third largest at 460,000 m² (5,000,000 sq ft) of gross floor area and SM Mall of Asia in the Philippines opened in May 2006 is the world’s fourth largest at 386,000 m² (4,150,000 sq ft) of gross floor area. Previously, the title of the largest enclosed shopping mall was with the West Edmonton Mall in Edmonton, Alberta, Canada from 1986 to 2004. It is the fifth largest mall now. One of the world’s largest shopping complexes in one location is the two malls agglomeration of the Plaza at King of Prussia and the Court at King of Prussia in the Philadelphia suburb of King of Prussia, Pennsylvania in United States. The most visited shopping mall in the world and largest mall in the United States is the Mall of America located near the Twin Cities in Bloomington, Minnesota. However, several Asian malls are advertised as having more visitors including Mal Taman Anggrek, Kelapa Gading Mall and Plait Village all in Jakarta, Indonesia, Berjaya Times Square in Malaysia and SM Megamall in Metro Manila, Philippines. The largest mall in South Asia is Mantri Square in Bangalore, India.

1.1.1.2 Indian Scenario Of Shopping Malls

The partial foreign direct investment relaxation in 2006 allowed 51 percent ownership in joint ventures by single brand companies in the retail market. This triggered high international single brand retailer’s interest in the Indian retail market. Additionally, large Indian conglomerates such as Reliance Industries and Aditya Birla group are commencing their foray into retailing across the country. This prompts the Indian retail industry to move on a high growth curve undoubtedly. However, at this juncture retailing is still faced with one major challenge: systematic mall management. There are very few designated mall management companies in India at present. A big retail chain of Future Group and some large developers have set up their own mall management divisions that operate as their subsidiary companies. Recently some developers such as DLF have entered into contractual arrangements with Inorbit Mall in Mumbai by K Raheja Corp, a good example of facility management in a mall also. It has two anchor stores placed at the two corners of the mall.

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Traffic management within the mall is better organized due to three entry points as each one from the two anchor stores and another entry to the mall atrium directly. The mall also provides ample parking space and superior infrastructure management. The Inorbit Mall commands higher rental values of INR 175 per sq ft per month compared with another mall in the north western suburbs of Mumbai with average rental values of INR 135 per sq ft per month. The low vacancy rates at Inorbit Mall are about 2 percent compared with an average of 10 to 15 percent in another north to western suburban malls during the same period. It indicates the popularity of this mall over its competitors.

The Southgate Mall is an excellent example of professional mall management. It can transform, refurbish and reposition a retail centre into a popular and profitable venture. The Southgate Mall was built in 1983. It comprises 58 specialty stores and is anchored by major local departmental stores such as Coles Supermarket, Kmart and Woolworths. During 1999 to 2000, Southgate embarked on a bold refurbishment and repositioning programmes worth approx.13 million aimed at increasing mall traffic, sales and rental value. It was a complete makeover of the premises led by a professional mall management company. The mall management of the firm not only advised but also implemented the change in management including repositioning of tenants, addition of a food court, correction of poor sight lines and access addition of fresh supermarket, new shop fit-outs for all tenants, refurbishment of common areas and ceilings and re-evaluation and redirection of the marketing functions. The mall management firm also initiated a strategic marketing plan aimed at further strengthening the Southgate brand and reinforcing the mall’s retail mix with strong emphasis on fresh food offer. As a part of the plan, Fresh World not only launched but also helped in to increase the customer’s traffic 11.4 percent weekly as compared it with the same week a year ago and by 17.7 percent on the previous week. The increase in foot traffic due to the addition of this store exceeded all expectations with significant growth being experienced across individual specialty stores. The mall management firm implemented a sustainability initiative to reduce water consumption across the property in conjunction with this development. Now the mall management firm extended its services to advice on the master planning of the mall after these successful implementations. Southgate has witnessed high levels of occupancy to ensure continued growth in income revenue since the completion of the original development. This portrays how a professional mall management company can deliver continued growth and performance through quality management services.

Historically, developers were managing their malls in house which were expected to change going forward. Earlier in the decade, mall developers were more inclined towards exiting the
project early by selling retail mall units to investors at the pre completion and post completion stages and booked profits. As the ownership of individual retail spaces were with different entities. There was no central authority managing the malls. There was no control over the various facets of mall management mentioned earlier. Even though there have been some examples of professionally managed malls in recent years, organized retail in Indian malls have a long way to go to achieve optimum mall management.

National Capital Region (NCR) comprises of Delhi, Faridabad, Gurgaon, Noida and part of Ghaziabad towns. Delhi is considered as “Retailer’s Paradise” due to a consumption expenditure of Rs.9511 crores. It is the reason why National Capital Region is popularly known as “Mall’s Region”. Some of the established NCR players are giving as below:

I. Shipra Mall

1. Shipra Mall is the first and only International Standard Retail cum Entertainment Mall which is inspired by classical Roman style architecture a project worth Rs. 90 crores
2. This landmark comprises Three Generations of Cinema, 17000 sq ft of Kids Zone, 15000 sq ft of Food Court and parking for 1000 cars. The beauty of the parking is that it’s on the same ground level as that of mall
3. Shipra Mall is developed in contemporary style, this mall sprawl in 4.5 lacs sq. ft. offering a truly unique shopping experience
4. The leisure and entertainment hub is situated on National Highway 24 and boasted three states of the Art Screen Multiplex i.e. Just about Movies (JAM) with one of the largest screen in India etc.

II. Ansal Plaza

1. Delhi is shopping paradise dispersed in an area of 35 acres has an amphitheatre with a centre stage and 45 feet high atrium. The atrium is made of French glass curtain wall that filters the ultraviolet and other harmful radiation of the sun
2. This new age shopping destination has twin level basement car parking area which can accommodate 700 cars with 300 cars simultaneously parked on the same ground level
3. Climate control environment, ample infrastructural facilities like water cascades and fountains, passages and lobbies flooring made of granite and marble combination make it a destination for shopping connoisseurs
4. Popularly known as ‘EDM mall’ is built on 3 lacks square feet and is located just opposite to Inter State Bus Terminal, Anand Vihar
5. This retail ambience has three screen multiplex, an amusement area for children and fine dining restaurants with multi cuisine options which gives it a cutting edge infrastructure
6. With the use of earth tones and a variety of textures like glass, stone, concrete and painted metals the architect has been providing a relax and inviting environment successfully
7. A red sandstone building arcade with 60 meter illuminated spire and an atrium in the amphitheatre style are the catchy highlights of the mall etc.7

III. MGF Metropolitan Mall
1. The most popular entertainment spot spread in an area of over 2,50,000 sq ft and incorporates more than 150 stores along a seven screens Multiplex
2. Tailor made mall has a huge parking area spread on three levels can accommodate more than 2000 cars at a time
3. Exotic looks; bouquet full of international brands is taking good care of its resources and customers by managing people who cross roads to get to the malls on the other side etc.

IV. Metro Walk Mall
1. The mall is a conjoint of three factors namely exemplar design, world class amusement park and a manmade lake
2. The Unit Selling Price of the mall is Adventure Island, a world class amusement park developed by International Amusement Parks Association
3. A total entertainment package worth more than 160 crores with the park spread in an area of over 62 acres and highlighting 20 different rides
4. The park also follows the highest globally accepted safety standards of Deutshes Institute for Normung under European Safety Standards. A well equipped first aid centre provides facilities like an ambulance with a team of medical experts for 24 hours

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With its very spacious over ground parking space the mall can easily handle 1800 four wheelers at a point of time etc.

1.1.1.3 Madhya Pradesh Scenario Of Shopping Malls

There are 54 shopping malls have been established in Madhya Pradesh till now. There are 18 shopping malls under construction in commercial and famous cities of Madhya Pradesh i.e. Bhopal, Bina, Damoh, Gwalior, Indore, Jabalpur, Katni, Reewa, Ratlam, Satna, Sagar and Ujjain, etc. especially. There are some major cities as Bhopal, Indore, Jabalpur and Gwalior in Madhya Pradesh. Mall culture is not so old in these cities. But it is now developing day by day recently. Some of the famous malls in the capital city of Madhya Pradesh i.e. Bhopal are Acer Mall Bhopal, Dainik Bhaskar’s Mall, Green City Mall, Aapoorti shopping mall, Aashima the lake city mall etc. The Treasure Island Mall, Orbit Mall, Cine Mall, Globus Mall, Mangal City Mall, M2K Mega Mall, Silver Mall and C-21 Mall etc. are some of the famous malls in Indore City. Few malls such as South Avenue Mall, Samdariya Mall, Treasure Island Mall, Dixit pride mall etc. have been established in Jabalpur. Dindayal City Mall, Parasmani Mall, Rajeev Plaza, Maya Gitanjali Mall, the Central Mall etc. have been situated in Gwalior. Besides these malls Reliance fresh, Easy day, Salaasar, Big bazaar, Vishal Mega Mart and More For Less etc. the most popular retail outlets have been fully accomplished in Gwalior (Madhya Pradesh). 8

1.1.2 Concept Of Shopping Mall

As we know that in the early 19th century traders moved into more spacious shops at where high streets developed but wealthier people who could afford to travel to city centers for pleasure started wanting shelter from rain therefore shopping arcades were developed. With new innovations like escalators these evolved into shopping centers and with the rise of the automobiles these evolved into shopping malls. The concept of Retail as entertainment came to India with the arrival of malls.

A shopping mall is also known as “shopping center” or “shopping centre” or “shopping arcade” or “shopping precinct” or simply “mall” in the different regions of the world. But in our country India it is basically known as “mall” or “shopping mall” among the people. Vishal Mega mart has already reduced levels of intermediaries. Indian Tobacco Company launched the country first rural mall “Chaupal Sagar”. The opportunities offered by young

India exhibits a bright road for malls. Ansal Plaza, the first mall in Delhi is an example of a successful mall led by good promotion and marketing mall management practices.

A shopping mall or simply mall is one or more buildings forming a complex of shops representing merchandisers with interconnecting walkways enabling visitors to walk from unit to unit. Other establishments including movie theaters and restaurants are also often included. The future of organized retailing is largely in the hands of mall where the shoppers get quality, quantity, aspiration appeal, recreation facilities and ambience at one place systematically.  

1.1.3 Types Of Shopping Malls

The International Council of Shopping Centers (ICSCs) classifies shopping malls into eight basic types as given below:

(I) Neighborhood Center

Neighborhood centers are small scale malls serving the local neighborhood. They typically have a supermarket or a drugstore as an anchor and are commonly arranged in a strip mall format. Neighborhood centers usually have a retail area of 30,000 to 150,000 square feet (2,800 to 13,900 m²) and serve a primary area in a 3-mile (4.8 km) radius. They are sometimes known as “convenience centers”.  

(II) Community Center

Community centers or community malls are larger than neighborhood centers and offer a wider range of goods. They usually feature two anchor stores which are larger than that of a neighborhood center e.g. a discount department store. They may also follow a strip configuration may be ‘L’ or ‘U’ shaped. Community centers usually feature a retail area of 100,000 to 350,000 square feet (9,300 to 32,500 m²) and serve a primary area of 3 to 6 miles (4.8 to 9.7 km).

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(II) Regional Center

A regional mall is a shopping mall which is designed to service a larger area of 15 miles than a conventional shopping mall as per the International Council of Shopping Centers in the United States. Generally it is larger than 400,000 sq ft (37,000 m²) to 800,000 sq ft (74,000 m²) gross leasable area with at least two anchor stores and offers a wider selection of stores. These malls tend to have higher end stores that need a larger area in order for their services to be profitable in their wider service area but may have discount department stores. Regional malls are also found as tourist attractions in vacation areas.

(IV) Superregional Center

As per the International Council of Shopping Centers in the United States a super regional mall is a shopping mall with over 800,000 sq ft (74,000 m²) of gross leasable area, three or more anchors, mass merchant, more variety, fashion apparel and serves as the dominant shopping venue for the region of 25 miles in location.

(V) Fashion or Specialty Center

Fashion or specialty centers feature upscale apparel shops and boutiques and cater to customers with higher incomes. They usually have a retail area ranging from 80,000 to 250,000 square feet (7,400 to 23,200 m²) and serve an area of 5 to 15 miles (8.0 to 24.1 km).

(VI) Power Center

Power centers are large shopping centers that almost exclusively feature several big box retailers as their anchors. They usually have a retail area of 250,000 to 600,000 square feet (23,000 to 56,000 m²) and a primary trade area of 5 to 10 miles (8.0 to 16.1 km).

(VII) Theme or Festival Center

Theme or festival centers have distinct unifying themes that are followed by their individual shops as well as their architecture. They are usually located in urban areas and cater to tourists. They typically feature a retail area of 80,000 to 250,000 square feet (7,400 to 23,200 m²).

(VIII) Outlet Center
An outlet mall or outlet center is a type of shopping mall in which manufacturers sell their products directly to the public through their own stores. Other stores in outlet malls are operated by retailers selling returned goods and discontinued products often at heavily reduced prices. Outlet stores were found as early as 1936 but the first multi store outlet mall was Vanity Fair did not open until 1974. Belz Enterprises opened the first enclosed factory outlet mall in 1979 in Lakeland.

1.1.4 Features Of Shopping Malls

Mall fever has touched every facet of Indian society. Whatever is the income stratum of consumers, malls make no distinction in proffering most revered national and global brands. The future of organized retailing is largely in the hands of mall where the shoppers get quality, quantity, inspirational appeal, recreation facilities and ambience. Less than one roof, the flashy malls promises just about everything under the sun from foreign gizmos to the truly pure virtually an airbus full of national and international brands to say the least. Malls offer a plethora of attractions high profile shopping, impulse eating establishment, a glitzy and glamorous environment to discerning shoppers of more refined tastes who are more concerned with quality and fashion and less concerned with budgets. Mall reveals six factors namely relaxation, diversity, luxury, mall essence, entertainment and convenience which are a source of cynosure.11

1.1.4.1 Facilities Of Shopping Malls

In India, malls have transformed shopping from a need driven activity to a leisure time entertainment. The quality mall space which was just one million square feet in 2002 has accomplished new milestones of 40 million square feet and 60 million square feet in 2007 and 2008 respectively. There is a paradigm shift in the mall scenario from just 3 malls in the year 2000 the country witnessed 220 malls in the year 2006. Exhibiting signs of further enlargement India is likely to have more than 600 in 2010 and 715 malls in 2015 with an estimated cumulative retail space of 100 million sq. ft. Shopping malls in India are reckoned to worth Rs.38,447 crore by the year ending 2010. Real estate corporations like DLF and Unitech are coming forth with the plans catering the ever-escalating demand of shopping malls. Due to radical revival of shopping and consumerism shopping mall syndrome has hit India in all earnest. Spread of malls is highly concentrated in India even though the malls are

mushrooming from metros and mini metros to tier III cities. Shopping mall is the paradise where various shopping motives like peer group association, impulse shopping, hedonic, status consciousness, market mavens, economic motive, utilitarian motive etc. can be fulfilled in one shot.

1.1.4.2 Components of Shopping malls

![Diagram of a middle size shopping center Babilonas in Panevezys, Lithuania](https://wikipedia.org/wiki/File:Shopping_mall_Babilonas_layout.png)

Fig. 1.1 The layout of a middle size shopping center Babilonas in Panevezys, Lithuania.


Entertainment zone is in the center surrounded by restaurants whereas the anchor stores are in different sides of the center. Cinema is in the floors above. The corridor is circular and there are no shortcuts so a customer has to go around the mall to go to a shop on a different side. The main components of shopping malls are giving as below:

1. **Food Court**

A common feature of shopping malls is a food court consists of a number of fast food vendors of various types and surrounding a shared seating area.

2. **Department Stores**

When the shopping mall format was developed by Victor Gruen in the mid 1950s signing larger department stores was necessary for the financial stability of the projects and to draw retail traffic that would result in visits to the smaller stores in the mall as well. These larger

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stores are termed anchor store or draw tenant. In physical configuration, anchor stores are normally located as far from each other as possible to maximize the amount of traffic from one anchor to another.

3. Stand Alone Stores

Frequently, a shopping mall or shopping center will have satellite buildings located either on the same tract of land or on one abutting it on which will be located stand alone stores which may or may not be legally connected to the central facility through contract or ownership. These stores may have their own parking lots or their lots may interconnect with those of the mall or center. The existence of the stand alone store may have been planned by the mall’s developer or may have come about through opportunistic actions by others but visually the central facility for the mall or shopping center and the satellite buildings will often be perceived as being a single unit even in circumstances where the outlying buildings are not officially or legally connected to the mall in any way.13

1.1.5 New Trends Of Shopping Malls

It is now rare for new shopping malls to be built in some parts of Canada. The Vaughan Mills Shopping Centre opened in 2004 and Cross Iron Mills opened in 2009 are the only malls built in Canada since 1992. Outdoor outlet malls or big box shopping areas known as power centers are now favored although the traditional enclosed shopping mall is still in demand by those seeking weather protected all under one roof shopping. In addition, the enclosed interconnections between downtown multi story shopping malls continue to grow in the Underground city of Montreal (32 kilometers of passageway), PATH system of Toronto (27 km of passageway) and the Plus15 system of Calgary (16 km of overhead passageway) etc. On the other hand a large number of new malls had been built near major cities notably the MEGA malls such as Mega Belaya Dacha mall near Moscow in Russia as of 2013. In large part they were not only financed by international investors but also popular with shoppers from the emerging middle class.

1. Vertical Malls

Fig.1.2 The Fashion Centre at Pentagon City in Arlington, Virginia, United States

Source: wikipedia.org/wiki/File:Pentagon_city_mall.jpg

High land prices in populous cities have led to the concept of the “vertical mall”\(^\text{14}\). In vertical mall space allocated to retail is configured over a number of stories accessible by elevators and or escalators usually both linking the different levels of the mall. The challenge of this type of mall is to overcome the natural tendency of shoppers to move horizontally and encourage shoppers to move upwards and downwards. The concept of a vertical mall was originally conceived in the late 1960s by the Mafco Company former shopping center development division of Marshall Field & Co. Water Tower Place skyscraper in Chicago was built by Urban Retail Properties in 1975. It contains a hotel, luxury condominiums, office space and sits atop a block long base containing an eight level atrium style retail mall that fronts on the Magnificent Mile. Times Square in Hong Kong is a principal example. Vertical malls are common in densely populated conurbations such as Hong Kong and Bangkok.

2. Online Shopping Influence

\(^\text{14}\) wikipedia.org/wiki/File:Pentagon_city_mall.jpg
Shopping malls are emptying and seeking new solutions to generate traffic faced with the exploding popularity of buying online. For example, roughly 200 out of 1,300 malls across the country are going out of business in the United States. The developers are trying to turn malls into leisure centers that include attractions such as parks, movie theaters, Gyms and even fishing lakes to combat this trend. Such as the European commercial real estate giant Unibail Rodamco are modernizing their approach by promoting brand interaction and enhanced architectural appeal on the other hand. A recent example that integrates both approaches is the So-Ouest mall outside of Paris that was designed to resemble elegant Louis XV style apartments and includes 17,000 m² of green space.\textsuperscript{15}

### 1.1.6 Challenges & Opportunities Of Shopping Malls

**Table No.1.1 SWOT Analysis of Indian Malls\textsuperscript{16}**

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<th>STRENGTH</th>
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<td>i. Skyscrapers with perfect blend of shopping, eating and entertainment, in short “shoppertainment”</td>
<td>i. Mall developers are enacting as mall managers</td>
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<tr>
<td>ii. Developed in contemporary style, these flashy malls promises just about everything under the sun, from foreign gizmos to the very desi brands.</td>
<td>ii. Retail not accredited as an industry in India</td>
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<tr>
<td>iii. Attractive destinations for civic and official meetings, hang out, reducing stress.</td>
<td>iii. Complicated taxation system</td>
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<td>iv. Procure goods directly from factories and farmers in case of lifestyle and food/beverages respectively</td>
<td>iv. Lack of adequate infrastructure including supply chain, parking facilities</td>
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<td>v. Bouquet of value propositions like value for time, value for quality, value</td>
<td>v. Unavailability and skyrocketing prices of prime catchment’s areas</td>
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<td>vi.</td>
<td>vi. Poor positioning and zoning of malls</td>
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<td>vii.</td>
<td>vii. Shortage of qualified human personnel in the area of facility management, creative firms, and design houses.</td>
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<td>viii.</td>
<td>viii. Lack of differentiated offerings i.e.</td>
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<th>OPPORTUNITIES</th>
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1. Challenges Ahead
Retail evolution cycle is carried out in India in a totally unplanned and haphazard style. The by-product of which is a number of roadblocks like poor traffic management, ecological disasters and pitiful infrastructure.

2. Rising Real Estate Values
National and international players are focusing India as the major point of construction and giving rise to skyrocketing prices of real estate. Real estate is a game of demand and supply. Supply is perfectly inelastic which paves the way to sky touching real estate prices. Due to this disequilibrium of demand and supply of quality space, real estate prices in Northern Central Region are ranked as highest in the world.
3. Lack of Feasibility or Market Research Prior to the Development of a Mall
Some malls developers make a blunder by constructing the malls without carrying out rigorous due diligence exercise on their feasibility. If the mall developer flunks in conducting any of the feasibility analysis i.e. market study, technical study, financial study, economic study and ecological study it may lead to blunders. The developers need to undertake market feasibility before jumping on mall bandwagon.

4. Long gestation period
Malls are the latest format in Indian organized retail. Therefore, the gestation period of these ventures is quite long. A mall sprawl over one Lakh square feet requires capital budget of Rs.20 to 30crores with a payback period of 60 to 75 months.

5. Lack of adequate infrastructure
Indian malls are facing the problem of woeful inefficient supply chain. Supply chain for most of the goods is in the grip of vicious circle of inefficiency due to the factors like obsolete warehousing, outdated transport technology and poorly coordinated logistics. Poor roads, the lack of cold chain infrastructure etc. hampers the development of food and fresh grocery retail in India.

6. Retail or Mall Resource Shortage
Human resource is the most important asset of an organization and no one can understand this better than the mall developers of India. They are facing a crunch in hiring personnel. In India the mall managers are substituted either by real estate or hospitality personnel which is totally a misfit case.

7. Poorly Designed Mall
A mall is a blend of high rent paying specialty stores and low rent paying anchors tenants. But design of Indian malls is an irony to that. Mall developers are practicing first come; serve first i.e. selling the mall space to the forthcoming retailer. For realizing land value quickly mall developers can turnaround a well designed mall into a number of shops with unattractive offering and ambience. Developers are blindly building malls, without considering the basic fundamentals of mall management i.e. back office logistics and material movement planning.

8. Positioning a Mall
Positioning of malls refers to define the services on the basis of various factors like demographics, psychographics, income levels and market research. Positioning also refers to the location of the mall and Indian developers are lacking in this perspective. Tenant mix (players or shops operating within a mall on rental basis) is a variable factor but location is a fixed factor and can’t be changed. This poor positioning results in poor platform of differentiating the malls from the competitors. Proper positioning is the key to distinguish from mall clutter. Usual and identical malls give a monotonous feeling. Hence, malls are required to develop its’ own USP rather than just one amongst many.

9. Zoning – Formulating the Right Tenant Mix and Its Placement

Proper zoning is one of the ways to elicit the target traffic. Tenant mix should be designed in a way that it renders value proposition to all shoppers, retailers and mall developers. Right tenant mix calls for anchor clients like large format retailers, departmental stores, exclusive outlets, fast food outlets etc. to take up space and attract other retailers. A mall is dependent on the success of its tenant’s performance and if on the same floor lifestyle products were located next to a food retailer than the customers will lose its interest which results in lesser footfalls.

10. Parking

Shoppers are facing the problem of inadequate space and uneasy flow of vehicles. Three to four malls are architecture on the same lane, webbing customers in traffic bedlam. It is almost impossible on weekends to get a parking space in malls. Less number of malls administrators is taking initiative in managing traffic chaos. Low ceiling heights, bad lightning and single entry and exit points, intensifies the problem.

11. Possible Solutions

The World Trade Organization agreement has open the doors for international players and along with them comes the uninvited guest i.e. bone breaker competition. India is trapped in between challenges and opportunities. Some of the ways to face this 360 degree challenges are present in a nutshell:

A. Professional Mall Management

Unfortunately, most of the Indian malls are owned neither by retailers nor by the developers but by financial investors which draws a picture of ungoverned and mismanagement. Thus it represents a vast area to flourish. Mall management includes positioning, zoning, promotions & marketing, ambience management and traffic management. Big developers like DLF and MGF are opting for integrated mall management professional to manage their projects
Other options include their own mall management divisions, operating as subsidiary companies just like the strategy adopted by Future Group.\textsuperscript{17}

**B. Government Initiation**

Despite its vast potential, Indian retail sector is still in its infancy stage. For meeting the expected opportunities, the immediate government intervention is required. Measures should be taken to give retail industry. Giving status of an industry to this sector may prove to be a turning point. Other factors like infrastructure, foreign direct investment etc. may lead in acquiring competencies for developing this sector to its full potential.

**C. Strong supply chain logistics**

India is lacking in building strong vendor relationship. Traditional supply chain like National distributor-Regional distributor-Local wholesaler-Retailer-Consumer may not suite the new format of malls. Vishal Mega mart has already reduced levels of intermediaries. Wal-Mart can be benchmark for supplying the correct product at the right time in the right quantity at right place.

**D. Rural Retail**

Real estate prices are shaking up the budget of retailers. So, a novel avenue for corporate entities can be rural area. Rural areas are acquainted with vast opportunities that a retailer can taste the success in every stage of the journey. Indian Tobacco Company (ITC) launched the country first rural mall Chaupal Sagar delivering wide range from Fast Moving Consumer Goods to electronics appliance to automobiles attempting to provide one stop points for all their needs. ITC decided to initiate Chaupal Sagar across 15 states worth between Rs.3 to 5crores and diffuse over 5 acre of land. Other players must come forward to tap this opportunity.

**E. Talented Human Resources**

There is no close substitute of talented human personnel. Half of the problems get solved if the employees are talented and loyal. As Indian retail is just at nascent stage, Indian retailers can hire overseas talent to take better care of their pie. Reliance has appointed Peter Broacher from Asda Wal-Mart as special adviser for Reliance Retail and Kevin Pleas from Tesco to coordinate store design and construction space.

**F. Sourcing**

Indian Malls can grow like anything if proper attention is paid to the demands of international customers. The apparel market gets a shake up after the expiry of Multi Fibre Agreement in 2005. India is emerged as a hot spot for sourcing textiles and apparel in the post quota regime. As Indian Retailers uses private labels along with branded products they can become the major supplier of high quality apparels. While on the other hand, Indian retailers are busy in global sourcing to attain sustainable competitive advantage. Like Godrej Nature’s Basket is working to start global sourcing directly. Subhiksha formed a different department which continuously chalks about best prices in groceries around the world.

1.1.7 Factors Affecting Shopping Malls

The mall management was synonymous with facility management in the mind of most Indian developers until very recently. The realization that they are different and professional mall management will affect the long term viability and success of a mall is sinking in gradually and is being accepted across developers, landlords and retailers. The shortcomings pertaining to issues of mall management in India have been discussed in the previous section. To overcome these shortcomings, developers must conduct professional mall management practices starting from rigorous feasibility exercise or market research to facilities, ambience and finance management of a mall. Mall management is an established independent service line in most of the developed markets. The retail sector in these developed economies is mature in terms of end consumer demand, number of retailers and experienced developers. Retail is an emerging market having immense potential in terms of opportunities in India.

Three issues clarify sales promotion. First, sales promotion ranks in importance with advertising and requires similar care in planning and strategy development. Second, three audiences can be targeted by sales promotion as consumers, resellers and the sales force. And third, sales promotion as a competitive weapon provides an extra incentive for the target audience to purchase or support one brand over another. This last factor distinguishes sales promotion from other promotional mix tactics. For example, unplanned purchases may be directly related to one or more sales promotion offers.

1.2 Background To The Research On Sales Promotion Strategies

Sales promotion is an important component of a company's marketing communication strategy along with advertising, public relations and personal selling. At its core, sales promotion is a marketing activity that adds to the basic value proposition behind a product for a limited time in order to stimulate consumer purchasing, selling effectiveness or the effort of the sales force. Sales promotion may be directed either at end consumers or at selling intermediaries such as retailers.

The model works successfully in bullish and bearish market conditions. When the market is weak, retailers are protected from rising rental costs. This unique approach is being adopted by Select City Walk, Delhi. The use of the revenue share model is expected to gain momentum in the future as more and more Indian developers become corporatized. The professional mall management is a necessity to ensure that a mall attracts retailers and consumers. The mall market is an extremely competitive one having a high degree of internal and external competition and the latter being from established high street locations across all cities. Retail is an emerging market having immense potential in terms of opportunities in India.

A. Importance Of Sales Promotion

The business world is a world of competition today. A business cannot survive if its products do not sell in the market. Thus, all marketing activities are undertaken to increase sales. Producers may spend a lot on advertising and personal selling. Still the product may not sell. So incentives need to be offered to attract customers to buy the product. Thus, sales promotion is important to increase the sale of any product.

a. From The Point Of View Of Manufacturers

Sales promotion is important for manufacturers because

I. It helps to increase sales in a competitive market and thus, increases profits;

II. It helps to introduce new products in the market by drawing the attention of potential customers;

III. When a new product is introduced or there is a change of fashion or taste of consumers, existing stocks can be quickly disposed off;

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IV. It stabilizes sales volume by keeping its customers with them. In the age of competition it is quite much possible that a customer may change his/her mind and try other brands. Various incentives under sales promotion schemes help to retain the customers.

b. From The Point Of View Of Consumers
Sales promotion is important for consumers because of the following reasons as,
I. The consumer gets the product at a cheaper rate
II. It gives financial benefit to the customers by way of providing prizes and sending them to visit different places
III. The consumer gets all information about the quality, features and uses of different products
IV. Certain schemes like money back offer creates confidence in the mind of customers about the quality of goods and
V. It helps to raise the standard of living of people. By exchanging their old items they can use latest items available in the market. Use of such goods improves their image in society.

B. Objectives Of Sales Promotion
We know that the main objective of sales promotion is to increase sales. However, there are also some other objectives of sales promotion. The main objectives of sales promotion are giving as below:

(I) To Introduce New Products
Perhaps we know that many companies distribute free samples while introducing new products. The consumers after using these free samples may develop a taste for it and buy the products later for consumption.

(II) To Attract New Customers And Retain The Existing Ones
Sales promotion measures help to attract or create new customers for the products. While moving in the market, customers are generally attracted towards the product that offers discount, gift, prize, etc on buying. These are some of the tools used to encourage the customers to buy the goods. Thus, it helps to retain the existing customers, and at the same time it also attracts some new customers to buy the product.
(III) To Maintain Sales Of Seasonal Products
There are some products like air conditioner, fan, refrigerator, cooler, winter clothes, room heater, sunscreen lotion, glycerin soap etc. which are used only in particular seasons. To maintain the sale of these types of products normally the manufacturers and dealers give off season discount. For example, you can buy air conditioner in winter at a reduced price. Similarly you may get discount on winter clothes during summer.

(IV) To Meet The Challenge Of Competition
Today’s business faces competition all the time.
New products frequently come to the market and at the same time improvement also takes place. So, sales promotion measures have become essential to retain the market share of the seller and producer in the product market etc.

1.2.1 Brief History Of Sales Promotional Strategies
In any case, there is wide consensus that sales promotion enjoyed fairly rapid growth from the 1980 through at least the middle of 1990 rising by more than ten percent a year for much of the period. There is some evidence that growth slowed after the 1990 promotional spending in the business to business arena was being outstripped by advertising spending as of 1997 a reversal from the trend just two years earlier. Still the steep growth of media costs for traditional advertising has offered an ongoing incentive for marketers to use sales promotions.
Several factors contribute to the strength of sales promotion in India. First, consumers have accepted sales promotion as a part of buying decision criteria. Primarily, sales promotion offers consumers the opportunity to get more than they thought possible. For example, product sampling allows consumers to try the product without buying it. Furthermore, many people are reluctant decision makers who need some incentive to make choices. Sales promotion gives them the extra nudge they need in order to become active customers. Finally, sales promotion offers have become an integral part of the buying process and consumers have learned to expect them.

The progression of sales promotion has been spurred by business especially big business. Top managers and product managers have played direct roles in encouraging the recent growth of sales promotion. New technology as the computer has also created greater acceptance of sales promotion by managers wanting to measure results.

For example, scanning equipment in retail stores enables manufacturers to get rapid feedback on the results of promotions. Redemption rates for coupons or figures on sales volume can be obtained within days. The growth in power of retailers has also boosted the use of sales promotion.

1.2.1.1 Global Scenario Of Sales Promotional Strategies

Sales promotional strategies have grown substantially in recent years. There are several reasons for this dramatic growth in sales promotion. Some of them are giving as below:

(1) First, consumers have accepted sales promotion as part of their buying decision criteria. It provides reluctant decision makers with an incentive to make choices by increasing the value offered by a particular brand.

(2) Second, the increasing tendency of businesses to focus on short-term results has helped spur growth in sales promotion which can provide an immediate boost in sales. Product managers also tend to view sales promotion as a way to differentiate their brand from that of competitors in the short term.

(3) Third, the emergence of computer technology has enabled manufacturers to get rapid feedback on the results of promotions. Redemption rates for coupons or figures on sales volume can be obtained within days.
(4) Historically, the manufacturer held the power in the channel of distribution. Mass marketers utilized national advertising to get directly to consumers creating a demand for the heavily advertised brands that stores could not afford to ignore etc.

1.2.1.2 Indian Scenario Of Sales Promotional Strategies

The national economy and marketplace are undergoing rapid changes and transformation in India. A large number of reasons could be attributed to these changes. One of the reasons in these changes in the Indian Market Scenario of sales promotion strategies is Globalization and the subsequent and resulting explosive growth of global trade and the international competition. The other reason for these changes is the technological change. This is an important factor because the technological competitiveness is making, not only the Indian market but also the global marketplace cutthroat.22

21 www.wikipedia.org/wiki.jpg
In the Indian Scenario of Marketing, the market success goes to those companies that are the best matched to the currently used sales promotion strategies. Those companies that can deliver what the people want and can delight the Indian customers are the market leaders. Today the companies are operating in such a marketplace where survival of the fittest is the law. In order to win, the companies are coming out with various new and evolving sales promotion strategies because the Indian market is also changing very fast. It is to capture the Indian market that the Indian and the Multi National Companies are using all of their resources.

The Indian market is no longer a seller’s market. The winner is the one who provides value for money. A large number of companies have huge idle capacities, as they have wrongly calculated the market size and installed huge capacities. This has further contributed to converting the Indian market into a buyer’s market. The Indian Marketing Scenario is one of the biggest consumer markets and that is precisely the reason why India has attracted several MNC’s. These large Multi National Companies have realized that to succeed in the Indian market-place they need to hire Indian representative who are much more aware of the Indian economic, political, legal and social realities.

1.2.1.3 Sales Promotional Strategies Used In Madhya Pradesh

Today, three categories of sales promotion strategies are using on high scale in Madhya Pradesh. These are Push, Pull and Combination of the two. A push strategy involves convincing trade intermediary channel members to “push” the product through the distribution channels to the ultimate consumer via promotions and personal selling efforts. Typical tactics employed in push strategy are allowances, buy-back guarantees, free trials, contests, discounts, displays and premiums.

A pull strategy attempts to get consumers to “pull” the product from the manufacturer through the marketing channel. Typical tactics employed in pull strategy are samples, coupons etc. Samples, contests, point of purchase displays etc. are some of the sales promotion strategies or techniques used by us in the current market of Madhya Pradesh.

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Finally, Promotion in itself is not only expenditure but also an investment which would pay rich Return on investments. Automotive dealers would be the best examples for the combination strategy. We often find these dealers providing dealer incentives and cash back offers.

1.2.2 Concept & Definition Of Sales Promotion Strategies

Sales promotion is an important component of a small business's overall marketing strategy, along with advertising, public relations, and personal selling. The American Marketing Association (AMA) defines sales promotion as “media and non media marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand or improve product quality.” But this definition does not capture all the elements of modern sales promotion. One should add that effective sales promotion increases the basic value of a product for a limited time and directly stimulates consumer purchasing, selling effectiveness or the effort of the sales force. It can be used to inform, persuade and remind target customers about the business and its marketing mix.

The term sales promotion is composed of two words as sales and promotion. Sales mean to sell the product or to increase sales of the products. Promotion means the marketing function concerned with persuasively communicating to target audience the components of the marketing program in order to facilitate exchange between the marketer and the consumer and to help satisfy the objectives of both. Sales promotion has been defined as “a direct inducement that offers an extra value or incentive for the product to the sales force, distributors or the ultimate consumers with the primary objective of creating an immediate sale.” We can say that sales promotion is a part of promotion and promotion is a main segment of marketing mix.

1.2.2.1 Meaning Of Sales Promotional Strategies

Every businessman wants to increase the sale of goods that he deals in. He can adopt several ways for that purpose. You might have heard about “lakhpatai bano”, “win a tour to Singapore”, “30% extra in one kg pack”, “scratch the card and won a prize” etc. You might also have seen gifts like lunch box, pencil box, pen, shampoo pouch etc. offered free with some products.

There are also exchange offers, like in exchange of existing model of television you can get a new model at a reduced price. You may have also observed in your neighboring markets
notices of “winter sale”, “summer sale”, “trade fairs”, “discount up to 50%” and many other schemes to attract customers to buy certain products. All these are incentives offered by manufacturers or dealers to increase the sale of their goods. These incentives may be in the form of free samples, gifts, discount coupons, demonstrations, shows, contests etc. All these measures normally motivate the customers to buy more and thus it increases sales of the product. This approach of selling goods is known as “Sales Promotion”\(^{24}\). Personal selling involves face-to-face contact with specific individuals while advertising is directed towards a large number of potential customers. They also help in increasing sales of goods. Thus, advertising can be used as means of communication to inform potential customers about the incentives offered for sales promotion. Personal selling can be use as well as include communication of the incentives to individual customers. But, sales promotion differs from advertising and personal selling in terms of its approach and technique. Sales promotion adopts short term, non-recurring methods to boost up sales in different ways. These offers are not available to the customers throughout the year. During festivals, end of the seasons, year ending and some other occasions these schemes are generally found in the market. Thus, sales promotion consists of all activities other than advertising and personal selling that help to increase sales of a particular commodity.

### 1.2.3 Types Of Sales Promotion Strategies

There are three categories of strategies namely push strategy, pull strategy and combination of both. A push strategy engrosses the intermediary channel members to push the product through the distribution channels to end consumers through promotions. Companies promote the services or products though the resellers who in turn promote it to another buyer or to the end customer. These are the people who carry the brand though out the channel to reach the end consumers. Buy back guarantees, contests, discounts, premiums and free trials are some of the tactics that were employed in push strategy.

In pull strategy, consumer requests the products and pulls it through the distribution channel. The company concentrates on its marketing communications efforts on end consumers in the wish that it kindles interest and demand for the product at the end-user level. The tactics that includes in this strategy are coupons, cash refunds, loyalty programs and premiums etc. Automotive dealers would be the best examples for the combination strategy. We often find

these dealers providing dealer incentives and cash back offers. Finally, Promotion in itself is
not only expenditure but also an investment which would pay rich return on investments.

1.2.4 Features Of Sales Promotion Strategies

To increase the sale of any product manufactures or producers adopt different measures like
sample, gift, bonus, and many more. These are known as tools or techniques or methods of
sales promotion giving as below:²⁵

(I) Free Samples
We might have received free samples of shampoo, washing powder, coffee powder, etc.
while purchasing various items from the market. Sometimes these free samples are also
distributed by the shopkeeper even without purchasing any item from his shop. These are
distributed to attract consumers to try out a new product and thereby create new customers.
Some businessmen distribute samples among selected persons in order to popularize the
product. For example, in the case of medicine free samples are distributed among physicians,
in the case of textbooks, specimen copies are distributed among teachers.

(II) Premium Or Bonus Offer
A milk shaker along with Nescafe, mug with Bourn vita, toothbrush with 500 grams of
toothpaste, 30% extra in a pack of one kilogram etc. are the examples of premium or bonus
given free with the purchase of a product. They are effective in inducing consumers to buy a
particular product. This is also useful for encouraging and rewarding existing customers.

(III) Exchange Schemes
It refers to offering exchange of old product for a new product at a price less than the
original price of the product. This is useful for drawing attention to product improvement.
‘Bring your old mixer cum juicer and exchange it for a new one just by paying Rs.500’ or
exchange your black and white television with a color television are various popular
examples of exchange scheme.

(IV) Price-Off Offer
Under this offer, products are sold at a price lower than the original price.
‘Rs. 2 off on purchase of lifebuoy soap, Rs. 15 off on a pack of 250 grams of Taj Mahal tea,
Rs. 1000 off on cooler’ etc. are some of the common schemes. This type of scheme is

Publishing Company Limited.
designed to boost up sales in off-season and sometimes while introducing a new product in the market.

(V) Coupons

Sometimes coupons are issued by manufacturers either in the packet of a product or through an advertisement printed in the newspaper or magazine or through mail. These coupons can be presented to the retailer while buying the product. The holder of the coupon gets the product at a discount. For example, you might have come across coupons like, ‘show this and get Rs. 15 off on purchase of five kilogram of Annapurna Atta’. The reduced price under this scheme attracts the attention of the prospective customers towards new or improved products.

(VI) Fairs and Exhibitions

Fairs and exhibitions may be organized at local, regional, national or international level to introduce new products, demonstrate the products and to explain special features and usefulness of the products. Goods are displayed and demonstrated and their sale is also conducted at a reasonable discount. ‘International Trade Fair’ in Delhi at Pragati Maidan which is held from 14th to 27th November every year is a well known example of Fairs and Exhibitions as a tool of sales promotion.

(VII) Trading Stamps

In case of some specific products trading stamps are distributed among the customers according to the value of their purchase. The customers are required to collect these stamps of sufficient value within a particular period in order to avail of some benefits. This tool induces customers to buy that product more frequently to collect the stamps of required value.

(VIII) Scratch And Win Offer

To induce the customer to buy a particular product ‘scratch and win’ scheme is also offered. Under this scheme a customer scratch a specific marked area on the package of the product and gets the benefit according to the message written there. In this way customers may get some item free as mentioned on the marked area or may avail of price-off or sometimes visit different places on special tour arranged by the manufacturers.

(IX) Money Back Offer

Under this scheme customers are given assurance that full value of the product will be returned to them if they are not satisfied after using the product. This creates confidence among the customers with regard to the quality of the product. This technique is particularly useful while introducing new products in the market.

1.2.4.1 Traditional (old) Sales Promotion Strategies
Consumer sales promotions are steered toward the ultimate product users typically individuals especially shoppers in the local supermarket. Some of the same general techniques may be used to promote business to business sales although they tend to be implemented in different ways given the contrasts between the consumer and the corporate markets. Some of the key techniques in the storehouse of varied consumer oriented sales promotions are giving as following:

1. **Price Deals**

A consumer price deal saves the buyer money when a product is purchased. The price deal hopes to encourage trial use of a new product or line extension to recruit new buyers for a mature product or to reinforce existing customers' continuing their purchasing, increasing their purchases, accelerating their use or purchasing of multiple units of an existing brand. Price deals work most effectively when price is the consumer's foremost criterion or when brand loyalty is low. Four main types of consumer price deals are used: price discounts, price pack deals, refunds or rebates and coupons etc.

2. **Price Discounts**

Buyers learn about price discounts and cents-off deals either at the point of sale or through advertising. At the point of sale, price reductions may be posted on the package or signs near the product or in storefront windows. Advertising that notify consumers of upcoming discounts include fliers, newspaper and television ads and other media. Price discounts are especially common in the food industry where local supermarkets run weekly specials.

3. **Price Pack Deals**

A price pack deal may be either a bonus pack or a banded pack. When a bonus pack is offered, an extra amount of the product is free when the product is bought at the regular price. This technique is routinely used for cleaning products, food, and health and beauty aids to introduce a new or larger size. A bonus-pack rewards present users but may have little appeal to users of competitive brands. It is also a way to “load” customers up with the product. When two or more units of a product are sold at a reduction of the regular single-unit price, a
banded pack offer is being made. Sometimes the products are physically banded together such as in toothbrush and toothpaste offers.

4. Refunds or Rebates

A refund or rebate promotion is an offer by a marketer to return a certain amount of money when the product is purchased alone or in combination with other products. Refunds aim to increase the quantity or frequency of purchase to encourage customers to load up. This dampens competition by temporarily taking consumers out of the market, stimulates purchase of post potable goods such as major appliances and creates on-shelf excitement or encourages special displays. Consumers seem to view refunds and rebates as a reward for purchase. They appear to build brand loyalty rather than diminish it.

5. Coupons

Coupons are legal certificates offered by manufacturers and retailers. They grant specified savings on selected products when presented for redemption at the point of purchase. Manufacturers sustain the cost of advertising and distributing their coupons, redeeming their face values and paying retailers a handling fee. Retailers who offer double or triple the amount of the coupon shoulder the extra cost. Retailers who offer their own coupons incur the total cost including paying the face value. Manufacturers disseminate coupons in many ways. They may direct deliver by mailing, dropping door to door or delivering to a central location such as a shopping mall. They may distribute them through the media magazines, newspapers, Sunday supplements or freestanding inserts (FSI) in newspapers.

6. Contests and Sweepstakes

Historically, a great deal of confusion about the terms contests and sweepstakes has existed. Simply, a contest requires the entrant, in order to be deemed a winner, to perform a task (for example, draw a picture, write a poem) that is then judged. This is termed a contest of skill. On the other hand, a sweepstakes is a random drawing or chance contest which may or may not have a requirement such as buying a ticket or purchasing a product. A contest requires a judging process but a sweepstakes does not.

The use of sweepstakes has grown dramatically in recent decades, thanks largely to changes in the legal distinctions that determine what is and is not a lottery. A lottery is a promotion
that involves the awarding of a prize on the basis of chance with a consideration required for entry. Before these changes, being associated with a lottery carried negative stereotypes of gamblers or organized crime. In a sales promotion, the consideration is the box top or other token asked for by the advertiser. For many years, advertisers employed contests, thus eliminating the element of chance and removing the lottery stigma. Besides legal changes, concern for costs favored a switch to sweepstakes in some cases sweepstakes can be cheaper to run than contests. In addition, participation in contests is very low compared to that of sweepstakes.

7. Special Events

In fact, a number of large corporations have special divisions or departments that handle nothing but special events sponsorships. One of the world's largest agencies, Saatchi & Saatchi DFS Compton, has a group called HMG Sports that manages sports events, including the Olympics, a ski tour for Sanka and Post Cereals, bass-fishing contest for Hardee's, and a worldwide yacht-racing event for Beefeater's Gin.26

Several good reasons explain why so many marketers have jumped on the special events bandwagon. First, events tend to attract a homogeneous audience very appreciative of the sponsors. Therefore, if a product fits with the event in terms of the expected stereotypical homogeneity of the audience, the impact of the sales promotion dollars will be quite high. To illustrate, Lalique Crystal should not sponsor a tractor pull, but Marlboro should. Second, events sponsorship may build support from trade and from employees. Those employees who manage the event may receive acknowledgment and even awards. Finally, compared to producing a series of ads, event management is simple. Many elements of events are prepackaged. For example, a firm can use the same group of people to manage many events. It can use booths, displays, premiums, and ads repeatedly by simply changing names, places, and dates.

8. Premiums

A premium is tangible compensation, an incentive, given for rendering a particular deed, usually buying a product. The premium may be free, or, if not, the cost is well below the

usual price. Getting a bonus amount of the product is a premium, as is receiving the prize in a cereal box, a free glass with a purchase of detergent, or a free atlas with a purchase of insurance.

Incentives given free at the time of a purchase are called direct premiums. With such bonuses there is no confusion about costs, returning coupons or box tops, clipping weight circles or bar codes, or saving proofs. Plus there is instant gratification.

Four variants of direct premium programs may be identified. First, the simple direct premium provides an incentive given separately as a product is purchased. For instance, when a shopper pays for a new coat, she learns it has a direct premium—a hanging travel bag. Second, in-packs may be enclosed with a package at the factory. A snack food company, for example, may include a serving tin inside its holiday package. On-packs are another type of factory-added packaging that lies outside the package, well attached by a plastic strip, wrapper, or other apparatus. Free dental floss attached to toothpaste is an example. Fourth, container premiums reverse the presentation of the in-pack by placing the product inside the premium such as fancy liquor decanters which often hold the goods at Christmas.

Other types of direct premium are traffic builders, door-openers, and referral premiums. The traffic-builder premium is an incentive—such as a gift of a small garden tool—to lure a prospective buyer to a store. A door-opener premium is directed to customers at home or business people in their offices. Mail premiums, unlike direct premiums, require the customer to perform some act in order to obtain a premium through return mail. The self-liquidator is the basic type of mail premium. It was created during the Great Depression of the 1930s, a time of enforced economy. Savings counted to the penny were vital to the ordinary consumer. The premium represents a bargain because the customer cannot readily buy the item for the same amount.

9. Continuity Programs

Continuity programs retain brand users over a long period by offering ongoing motivations; in this sense, long-term continuity programs differ somewhat from most other forms of sales promotions since they are relatively permanent. Self-liquidating premiums are one-time opportunities, whereas continuity programs demand that consumers keep saving something in order to get the premium in the future.
Today, airlines' frequent-flyer clubs, hotels' frequent-traveler plans, as well as bonus-paying credit card programs have replaced trading stamps continuity programs. Looking back, it seems that when competing brands have reached parity, continuity programs have provided the discrimination factor among those competitors. Continuity programs have also opposed a new threatening competitor by rewarding long-standing customers for their continuing loyalty. A continuity program is all about sustaining brand loyalty through continuous reward.

10. **Sampling**

A sign of a successful marketer is getting the product into the hands of the consumer. Sometimes, particularly when a product is new or is not a market leader, an effective strategy involves giving a sample product to the consumer either free or for a small fee. The first rule is to use sampling only when a product can virtually sell itself. Thus, the product must have benefits or features obvious to the consumer. Also, the consumer must be given enough of the product to enable an accurate judging of its value. Trial sizes of a product dictate how much will be received.

There are several means of disseminating samples to consumers. The most popular has been through the mail. Increases in postage costs and packaging and bundling requirements, however, have made this method less attractive. An alternative is door-to-door distribution, particularly when the items are bulky and/or when reputable distribution organizations exist. The product may simply be hung on the doorknob or delivered face to face. This method permits selective sampling of neighborhoods, dwellings, or even people. The last form of distribution deals with specialty types of sampling. For instance, some companies specialize in packing samples together for delivery to a homogeneous consumer group such as newlyweds, new parents, students, or tourists. Such packages may be delivered at hospitals, hotels or dormitories.

1.2.4.2 **Modern (New) Sales Promotion Strategies**

In addition, trade sales promotions target resellers wholesalers and retailers who carry the marketer's product. Modern sales promotion strategies are given as following:
1. Trade Promotions

A trade sales promotion is pointed toward resellers who distribute products to ultimate consumers. The term “trade” traditionally refers to wholesalers and retailers who handle or distribute marketers’ products. Other terms for wholesalers and retailers include "resellers" and “dealers."27

Commonly, a senior marketing officer or product manager is responsible for planning a trade promotion. Decisions about the nature of the deal and its timing are made jointly by the marketing officer, sales manager, and campaign manager. Because such deals have direct bearing on the pricing strategy and resulting profitability, they may require clearance by top management as well. The objectives of sales promotions aimed at the trade are different from those directed to consumers. Trade sales promotions hope to accomplish four overall goals:28

1. Develop in-store merchandising support or other trade support. Strong retail support at the store level is the key to closing the loop between the customer and the sale.
2. Control inventory. Sales promotions are used to increase or deplete inventory levels and to eliminate seasonal peaks and valleys.
3. Expand or improve distribution. Sales promotions can open up new areas or classes.
4. Motivate channel members. Sales promotions can generate excitement about the product among those responsible for selling it.

1.2.5 Types of Trade Sales Promotions29

There are so many types of trade sales promotions. Some of them are given as below:

(1) Pop Displays

Manufacturers provide point-of-purchase (POP) display units free to retailers in order to promote a particular brand or group of products. The forms of POP displays include special

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racks, display cartons, banners, signs, price cards, and mechanical product dispensers. Probably the most effective way to ensure that a reseller will use a POP display is to design it to generate sales for the retailer.

High product visibility is the basic goal of POP displays. Beyond getting attention for a product, POP displays also provide or remind about important information such as the product name, appearance of the product, and sizes.

(2) Sales Contests

For salespeople, sales contests can be an effective motivation. Typically, a prize is awarded to the organization or person who exceeds a quota by the largest percentage. For example, Capitol Mouthwash offered supermarket managers cash prizes matched to the percentages by which they exceeded the sales quota, plus a vacation to Bermuda for the manager who achieved the highest percentage. Often such programs must be customized for particular reseller groups.

(3) Trade Shows

Thousands of manufacturers display their wares and take orders at trade shows. In the United States companies were spending some $13 billion each year on trade shows as of the late 1990s. For many companies, maximum planning effort and much of the marketing budget are directed at the trade show. Success for an entire year may hinge on how well a company performs there. Trade shows provide unique opportunities. First, trade shows provide a major opportunity to write orders for products. Second, they are a chance to demonstrate products, provide information, answer questions, and be compared directly with competitors.

(4) Sales Meetings

Related to trade shows but less elaborate are sales meetings sponsored by manufacturers or wholesalers. Whereas trade shows are open to potential customers, sales meetings are targeted to the company sales force and independent sales agents. These meetings are usually conducted regionally and directed by sales managers and their field force. Sometimes a major marketing officer from corporate headquarters directs the proceedings. The purposes of sales meetings are vary. The meetings may occur just prior to the buying season and are used to
motivate sales agents to explain the product or the promotional campaign or simply to answer questions.

(5) Push Money

An extra payment given to salespeople for meeting a specified sales goal is called push money. It is also known as spiffs. For example, a manufacturer of refrigerators might pay a Rs.300 bonus for sales of model A, a Rs.250 bonus for model B and a Rs. 200 bonus for model C between March 1 and September 1. The salesperson would send evidence of these sales to the manufacturer and receive a check in return at the end of that period. Although push money has a negative image since it hints of bribery, many manufacturers offer it.

(6) Deal Loaders

A deal loader is a premium given by a manufacturer to a retailer for ordering a certain quantity of product. Two types of deal loaders are most typical. The first is a buying loader which typically is a gift given for making a specified order size. The second is a display loader which means the display is given to the retailer after the campaign. General Electric may have a display containing appliances as part of a special program for instance. When the program is over the retailer receives all the appliances on the display if a specified order size was achieved. Trade deals are often special price concessions superseding for a limited time the normal purchasing discounts given to the trade. Trade deals include a group of tactics having a common theme to encourage sellers to specially promote a product.

(7) Trade Deals

Money spent on trade deals is considerable. In many industries, trade deals are the primary expectation for retail support. There are two main types of trade deals: buying allowances and advertising or display allowances.

A buying allowance is a bonus paid by a manufacturer to a reseller when a certain amount of product is purchased during a specific time. All the reseller has to do is meet the criteria of the deal. The payment may be a check or a reduction on the face value of an invoice. A buy-back allowance is another type of buying allowance. It immediately follows a previous trade deal and offers a specified bonus for new purchases of the product related to the quantity of
purchases from the first deal. The purpose is to motivate repurchase immediately after the first trade deal once the product has depleted warehouse stock.

The slotting allowance is the most controversial form of buying allowance. Slotting allowances are fees retailers charge manufacturers for each space or slot on the shelf or warehouse that new products will occupy. The controversy stems from the fact that in many instances this allowance amounts to little more than paying a bribe to the retailer.

An advertising allowance is a common method exercised primarily for consumer products. The manufacturer pays the wholesaler or retailer a dividend for advertising the manufacturer's product. The money can only be used to purchase advertising. Controlling this scheme may be difficult. Some resellers may view the advertising allowance as a type of personal bonus and engage in devious behavior such as billing the manufacturer at the much higher national rate rather than at a lower local rate. Therefore, many manufacturers require some verification.

1.2.6 Functions Of Sales Promotion Strategies

Sales promotion acts as a competitive weapon by providing an extra incentive for the target audience to purchase or support one brand over another. It is particularly effective in spurring product trial and unplanned purchases. Most marketers believe that a given product or service has an established perceived price or value and they use sales promotion to change this price value relationship by increasing the value or lowering the price. Compared to the other components of the marketing mix (advertising, publicity and personal selling), sales promotion usually operates on a shorter time line, uses a more rational appeal, returns a tangible or real value, fosters an immediate sale and contributes highly to profitability.30

Businesses can target sales promotions at three different audiences: consumers, resellers and the company's own sales force. In determining the relative importance to place on sales promotion in the overall marketing mix, a small business should consider its marketing budget, the stage of the product in its life cycle, the nature of competition in the market, the target of the promotion and the nature of the product.

For example, sales promotion and direct mail are particularly attractive alternatives when the marketing budget is limited as it is for many small businesses. In addition, sales promotion can be an effective tool in a highly competitive market when the objective is to convince retailers to carry a product or influence consumers to select it over those of competitors. Similarly, sales promotion is often used in the growth and maturity stages of the product life cycle to stimulate consumers and resellers to choose that product over the competition rather than in the introduction stage when mass advertising to build awareness might be more important.

Finally, sales promotion tends to work best when it is applied to impulse items whose features can be judged at the point of purchase rather than more complex, expensive items that might require hands-on demonstration. Sales promotion consists of all promotional activities other than advertising and personal selling to increase sales of a commodity.

1.2.7 Limitations Of Sales Promotion Strategies

Although sales promotion is an important strategy for producing quick, short-term, positive results etc. It is not a cure for a bad product, poor advertising or an inferior sales team. The product must then take over and convince them to become repeat buyers after a consumer uses a coupon for the initial purchase of a product. In addition, sales promotion activities may bring several negative consequences including “clutter” due to the number of competitive promotions. New approaches are promptly cloned by competitors as each marketer tries to be more creative, more attention getting or more effective in attracting the attention of consumers and the trade. Finally, consumers and resellers have learned how to milk the sales promotion game. Consumers may wait to buy certain items knowing that prices will eventually be reduced. For example, while resellers have become experts at negotiating deals and manipulating competitors against one another.

1.2.8 Factors Affecting Sales Promotion Strategies

Sales promotion techniques are distinct from most other forms of marketing in that they directly link the strategy and execution of a marketing campaign. They are geared toward creating an immediate boost in sales volume in response to a substantive offer in the promotion (discount, premium). As opposed to advertising to build brand image or name recognition, sales promotion is nearly always tied directly to the act of buying the product or service in question. As such sales promotion is considered an efficient and effective vehicle
for marketing communications. Sales promotion provides a direct and often rational motivation to purchase the product or service being promoted for consumers. As with any marketing communication in sales promotions companies must be careful not to violate their brand image with the promotion. A classic example is with luxury or status products. In these categories discounting and even sweepstakes may send mixed messages to customers as the assumption is usually that being able and willing to pay the full price is an intrinsic component of buying a status product.

1.3 Shopping Malls In Madhya Pradesh

There are some major cities as Bhopal, Indore City, Jabalpur and Gwalior in Madhya Pradesh. Malls culture is not so old in these cities. But it is now developing day by day recently. The list of famous malls in these cities is given as following:

i. The Treasure Island Mall, Orbit Mall, Cine Mall, Globus Mall, Mangal City Mall, M2K Mega Mall, Silver Mall, C-21 Mall etc. in Indore City.

ii. DB city Mall, Acer Mall, Green City Mall, Apoori Mall etc. in Bhopal.

iii. South Avenue Mall, Samdariya Mall, T I Mall, Dixit Pride Mall etc. in Jabalpur.

iv. Dindayal City Mall, Parasmani Mall, Rajeev Plaza Mall, Maya-Gitanjali Mall, The Central Mall etc. in Gwalior. Besides these malls Reliance fresh, Easy day, Salaasar, Big bazaar, Vishal Mega Mart, More Four Less etc. are the most retail outlets in Gwalior City.

1.3.1 Shopping Malls in Indore City

Indore City is situated in the Malwa Region of Madhya Pradesh: The Heart of India. It is popularly known as “Mini-Bombay”. Today, many shopping malls as Treasure Island Mall, Orbit Mall, Cine Mall, Globus Mall, Mangal City Mall, M2K Mega Mall, Silver Mall, C-21 Mall etc. have established completely in Indore city. Near about one dozen shopping malls are under construction on the key spots at different places in the city. Transportation facilities are very well developed throughout inside as well as outside the city.
1.3.2 Shopping Malls in Bhopal

Bhopal is the capital city of Madhya Pradesh. It is popularly known as “City of Ponds”. Some famous malls in Bhopal are Dainik Bhaskar’s City Mall, Acer Mall Bhopal, Green City Mall, Aapoorti Mall etc. DB City mall is one of the first of its kind in Central India. It is largest shopping mall in Central India. It is the first shopping mall established in Bhopal. It is located in Arera Hills, M.P.Nagar, Bhopal. DB City Mall is situated at the heart of the capital city of Madhya Pradesh Bhopal. It was founded in July 27, 2010. DB City mall has been developed by Dainik Bhaskar Group. DB City Mall is designed by Bentel International Architects. The mall comprises a building with 7.5 Lakh square feet, Basement, Ground, 4 floors with 7 anchor shops, 180 Retail shops, 6-screen Multiplex, 4 Star Hotel and Food court. It has three basements and three on-floor parking lots managed by Central Parking Services. It is one of the largest malls in Asia. It spans over 125,000 square meters (1,350,000 sq ft) in area. There are more than 180 outlets/stores available in the mall with national and International brands including Fun Cinemas, Shoppers Stop, Hyper City, McDonald's, Domino's Pizza, Pantaloon, Amber Bakery Hut, Big Life, Nike, PUMA, Adidas, Reebok, Max, The Chocolate Room, Westside, John Players, Spykar, World Of Titan, Levi Strauss, KFC, Pizza Hut, Subway Restaurant and many more. It also has three-floor Courtyard-Marriott hotel and Audi showroom in its ground floor.
1.3.3 Shopping Malls in Jabalpur

Jabalpur is located in the MahaKaushal region of central India in the east of Madhya Pradesh. Jabalpur is the third most populated city of the state. Katni borders Jabalpur in the north, Umaria in the north-east, Dindori in the east, Mandla at south east and Seoni in the south. The city is also the administrative headquarters of Jabalpur District as well as Jabalpur division. The place is a rocky area surrounded by low hills and lakes located at the north of the Narmada River. The culture of Jabalpur is influenced by the dynasties such as the Marathas as well as Mughal empires that ruled this region. Along with being a historical place, it is also an administrative and educational sector along with being the gateway to important wildlife sanctuaries like Kanha and Nauradehi. Along with being a prominent regional education hub, Jabalpur was also the centre of the Hindi Literature Movement and the Snooker game also originated here. The city is also a major spiritual centre and is the birthplace of Maharishi Mahesh Yogi and Osho Rajneesh and has a significant Jain Shrine - Pisanhari Madiya. Some of the important centres of Madhya Pradesh like the Madhya Pradesh High Court, Madhya Pradesh Electricity Board, Tropical Forest Research Institute and some other significant ordinance factories along with the West Central Railway Zonal Headquarters of M.P. are also located in Jabalpur. Some famous malls in Jabalpur are South Avenue Mall, Samdariya Mall, T I Mall, Dixit Pride Mall etc.
1.3.4 Shopping Malls in Gwalior

Gwalior is a major city in the Indian state of Madhya Pradesh. It is located 122 kilometers south of Agra and 423 kilometers north of Bhopal, the state capital. Gwalior occupies a strategic location in the Gird region of India and the city and its fortress have served as the center of several of historic northern Indian kingdoms. It is famous for Gwalior Fort which has changed hands many times. From the Tomars in the 8th century, it passed to the Mughals then the Marathas under the Scindias (1754). Gwalior is surrounded by industrial and commercial zones of neighboring districts (Malanpur - Bhind, Banmor - Morena) on all three main directions. Gwalior is one of the largest city of Central India and is often referred to as the tourist capital of the Madhya-Pradesh; The State being called as “The Heart Of Incredible India”.

As of 2013 India census, Gwalior has a population of 1,123,505. Males constitute 53% of the population and females 47%. Gwalior has an average literacy rate of 85.20%, higher than the national average of 74%; male literacy is 90.85% and female literacy is 78.82%. In Gwalior, 13% of the population is under 6 years of age.
Gwalior is one of the major commercial railway stations of the North Central Railway whose zonal Head-Quarter is centered in Allahabad. The station has won awards from Indian Railways for Excellent clean infrastructure in 1987, 1988, 1989 and 1992. It is already in the Adrash Station Category of Indian Railways. Rich in cultural heritage and architectural marvels, Gwalior has the added advantage of its proximity to Agra, the city of the Taj Mahal; Khajuraho, the city of great temples and Delhi, the national capital.

Some famous shopping malls are Deen Dayal City Mall, Salasar Mall, The Central Mall, Madhav Plaza Mall, Parasmani Mall, Rajiv Plaza, BSNL Mall etc. in Gwalior city. Deen Dayal City Mall is one of the biggest malls of Gwalior in Madhya Pradesh. A multi-storied grand structure, it houses shops and showrooms of many national and international brands and has a number of eateries as well as a Fun Cinemas multiplex. There are some international and world-famous fast food restaurants like Domino's Pizza and McDonald's situated in DD City Mall also.31

1.4 Research Problems

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31 www.en.wikipedia.org
One of the most difficult marketing decision facing companies is how much to spend on promotional. John Wanamaker, the departmental store magazine said, “I know that half of my advertising is wasted but I do not know which half.”

Thus, it is not surprising that industries and companies vary considerably in how much they spend on promotion. Promotional expenditures might amount to 30-50% of sales in case in cosmetics industry and only 10-20% in the industrial equipment industry. A low and high spending company can be found within industry.

1.5 Limitations Of The Research Study

Although sales promotion is a competent strategy for producing quick, short-term, positive results but it is not a cure for a bad product, poor advertising or an inferior sales team. After a consumer uses a coupon for the initial purchase of a product, the product must then take over. Sales promotion activities may bring several negative consequences, primarily clutter from increased competitive promotions. New approaches are promptly cloned by competitors with efforts to be more creative, more attention grabbing or more effective in attracting the attention of consumers and the trade.

Another increasingly perceived drawback occurs with distributed manufacturers’ coupons such as those inserted in Sunday newspapers. While ideally these are offered as an incentive for new or occasional customers to try the product in hopes of making them regular buyers, research has suggested that most coupons are redeemed by individuals who would normally buy the products anyway. The consumers and resellers have learned how to milk the sales promotion game. Notably, consumers may wait to buy certain items knowing that eventually prices will be reduced. Resellers, having learned this strategy long ago, are experts at negotiating deals and manipulating competitors against one another so that for example, one company’s product may be on sale one week and its competitor’s the following week.

1.6 Conclusion
Now we may conclude our first chapter with the findings that everybody is a consumer in this world. Every day, we are buying and consuming a variety of goods and services. In ancient time, the buyers purchased their required daily needs materials from the shops of “haats or paith” in the village market or town market or from the wandering sellers called as “feriwala” here and there. After some time, there was a change in selling or purchasing style of modern consumers in comparison to ancient traditional purchasing behaviour of the buyers. Today, the customers purchase from the retail outlets, departmental stores or multiple stores in the cities. But now a day, a customer prefers purchasing from the shopping malls especially in metropolitan cities.

Mall is a one stop destination. It is a set of homogenous and heterogeneous shops adjoining a pedestrian or an exclusive pedestrian street that makes it easy for shopper to walk from store to store without interference from vehicular traffic. The National Capital Region (NCR) is popularly known as “Mall Region”. Now in India first true shopping mall –“Crossroads” has been completed with food courts, recreation facilities and large car parking space etc. It was inaugurated in Mumbai in 1999.

The concept of Retail as entertainment came to India with the arrival of malls. The future of organized retailing is largely in the hands of mall where the shoppers get quality, quantity, aspiration appeal, recreation facilities and ambience at one place systematically. Indian Tobacco Company launched the country first rural mall “Chaupal Sagar”. The opportunities offered by young India exhibits a bright road for malls. Ansal Plaza, the first mall in Delhi is an example of a successful mall led by good promotion and marketing mall management practices.

The term sales promotion is composed of two words as sales and promotion. Sales mean to sell the product or to increase sales of the products. Promotion means the marketing function concerned with persuasively communicating to target audience the components of the marketing in order to facilitate exchange between the marketer and the consumer and to help satisfy the objectives of both. Sales promotion has been defined as “a direct inducement that offers an extra value or incentive for the product to the sales force, distributors or the ultimate consumers with the primary objective of creating an immediate sale.” We can say that sales promotion is a part of promotion and promotion is a main segment of marketing-mix.
There are three types of sales promotion strategies: Push, Pull and Combination of the two. A push strategy involves convincing trade intermediary channel members to "push" the product through the distribution channels to the ultimate consumer via promotions and personal selling efforts. Typical tactics employed in push strategy are allowances, buy-back guarantees, free trials, contests, discounts, displays and premiums. A pull strategy attempts to get consumers to "pull" the product from the manufacturer through the marketing channel. Typical tactics employed in pull strategy are samples, coupons etc.

There are some major cities as, Bhopal, Indore City, Jabalpur and Gwalior in Madhya Pradesh. Malls culture is not so old in these cities. But it is now developing day by day recently. Generally, we observe that some malls are running more successfully while some are not. The reasons behind that are related directly or indirectly with its sales promotional strategies. Therefore, it is necessary to compare the sales promotional strategies of both more successful malls and less successful malls.