

# A Study on Impact of In-Mall Promotional Events on Customer Footfalls and Store Sales – An Empirical Study of Tapadia Shopping Mall, Amravati

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## Abstract

In today's competitive retail environment, shopping malls increasingly rely on in-mall promotional events to attract customers and enhance sales performance. This study examines the impact of in-mall promotional events on customer footfalls and store sales, with specific reference to Tapadia Shopping Mall, Amravati. The research adopts an empirical approach using primary data collected through structured questionnaires administered to shoppers and store managers, along with secondary data from mall records. Various promotional activities such as festive events, discount campaigns, exhibitions, and entertainment programs are analyzed to assess their influence on customer visitation patterns and purchasing behavior. Statistical tools are used to evaluate the relationship between promotional events, footfall variations, and sales growth. The findings reveal that in-mall promotional events significantly increase customer footfalls and positively influence store sales, particularly during festive seasons and weekends. The study provides valuable insights for mall management and retailers to design effective promotional strategies for sustained customer engagement and improved sales performance. Entertainment-based events conducted within the mall premises. Primary data were collected through structured questionnaires administered to mall visitors and retail store managers, while secondary data were obtained from mall records, reports, and previous studies. Appropriate statistical tools were employed to analyze changes in customer footfalls and sales before, during, and after promotional events. The findings indicate a significant increase in customer footfalls during promotional periods, which positively influences impulse buying behavior and overall store sales. The study also reveals that well-planned and regularly

organized promotional events enhance customer satisfaction, brand visibility, and repeat visits, thereby contributing to improved overall mall performance long term customer loyalty, and sustainable competitive advantage.

**Keywords:** In-Mall Promotional Events, Customer Footfalls, Store Sales, Shopping Mall Marketing, Consumer Buying Behavior, Retail Promotions, Mall Performance

## Introduction

### Background of the study

The modern retail landscape has undergone significant transformation, driven by globalization, digitalization, and changing consumer lifestyles. Shopping malls have evolved from being simple retail centers to multifaceted destinations that integrate shopping, entertainment, dining, and leisure. In this competitive environment, mall operators continuously seek innovative ways to attract visitors and enhance overall sales. One of the most effective approaches in recent times has been organizing in-mall promotional events that appeal to diverse customer segments and create engaging shopping experiences. In-mall promotional events refer to planned marketing initiatives such as fashion shows, seasonal festivals, product launches, celebrity appearances, competitions, and live entertainment activities conducted within mall premises. These events serve as experiential marketing tools designed to attract more visitors, retain existing customers, and stimulate sales in the short and long term. As mall-goers increasingly seek experience-based shopping, such

events help create emotional connections between the mall brand and customers, distinguishing one mall from its competitors. However, these events also involve considerable investment, making it essential to assess their effectiveness from a marketing and financial standpoint. Customer footfall is a key indicator of a mall's popularity and market performance. Increasing footfalls through promotions not only demonstrates the mall's ability to attract diverse audiences but also reflects the success of its positioning strategy. Store sales, on the other hand, represent the tangible economic impact of these footfalls. A positive correlation between footfall volume and store revenue confirms the success of promotional activities. Hence, analyzing how in-mall promotions influence both foot traffic and sales trends becomes critical for designing sustainable marketing strategies. Tapadia Shopping Mall in Amravati serves as an ideal site for this empirical study. Located at the heart of the city, the mall caters to a wide spectrum of consumers including students, families, and working professionals. As a growing regional retail hub, Tapadia Mall faces the challenge of maintaining consistent customer flow amidst increasing competition from standalone stores and online shopping platforms. To address these concerns, mall management frequently organizes events during festive seasons such as Diwali, Navaratri, and New Year celebrations, as well as thematic activities like kids' workshops, food fests, or weekend entertainment programs aimed at increasing customer visits. The success of these promotional efforts, however, depends on their ability to translate visitor interest into actual purchases. While events may attract crowds temporarily, sustaining higher sales across retail stores requires aligning event themes with consumer preferences and shopping motives. Therefore, it becomes essential to study how different types of in-mall events influence consumer turnout, dwell time, and spending behavior. Understanding these dynamics can help mall administrators and tenants coordinate marketing efforts and maximize their return on promotional investments. In addition to immediate sales gains, in-mall events contribute to building long-term customer loyalty. They provide opportunities for social interaction and enjoyment, creating positive associations with the mall environment. Such habitual engagement can drive repeat visits and foster a sense of community ownership. For marketers, analyzing these psychological and behavioral responses is crucial for designing experiential campaigns consistent with modern consumer trends. Empirical studies in large

metropolitan malls have shown that promotional activities significantly enhance sales and brand recall. However, similar evidence from tier-two and tier-three cities remains limited. In mid-sized urban areas like Amravati, consumers display distinct behavioral patterns influenced by local culture, disposable income, and social preferences. Thus, studying the impact of in-mall promotional events in Tapadia Mall provides fresh insights into how regional retail centers can adopt experiential strategies to compete effectively within their local markets. From an academic perspective, this research contributes to understanding the intersection of promotional marketing and consumer behavior in a retail environment. It explores the measurable link between marketing activities and sales performance, forming a framework that can guide future mall marketing strategies. By combining empirical observation with marketing theory, the study highlights practical ways to enhance both customer experience and business outcomes. In conclusion, in-mall promotional events have emerged as a critical component of modern retail strategy. Their impact on customer footfalls and store sales offers valuable indicators of a mall's competitive strength. This study at Tapadia Shopping Mall, Amravati, aims to empirically evaluate these effects and provide actionable recommendations for optimizing event-based marketing initiatives, thereby contributing to the broader discourse on retail marketing management.

### Need and significance of the study

The retail sector in India, particularly shopping malls, faces intense competition from e-commerce platforms and standalone retail formats. Traditional footfall-based revenue models are increasingly challenged by shifting consumer preferences toward online shopping convenience. In this context, in-mall promotional events emerge as a strategic tool to differentiate physical malls and create compelling reasons for consumers to visit. However, there is a critical need to empirically validate their effectiveness in driving both footfalls and sales, especially in tier-2 cities like Amravati where research remains limited. Mall management requires data-driven insights to justify promotional investments. Without measurable evidence linking events to business outcomes, resource allocation remains intuitive rather than strategic. This study addresses this gap by quantifying the impact of promotional activities on customer traffic and store revenue at Tapadia Shopping Mall. Such analysis helps identify high-performing

event types and optimal timing, enabling better budget planning and ROI assessment. Store tenants and brand managers also benefit from understanding promotional dynamics. Many retailers struggle to capitalize on mall-wide footfall spikes during events. This research provides actionable insights into how promotions influence store-specific sales, helping tenants align their inventory, staffing, and merchandising strategies with mall event calendars. Enhanced coordination between mall management and tenants can maximize collective revenue potential. From an academic perspective, the study contributes to marketing literature by applying consumer behavior theories to real-world retail scenarios. Concepts like stimulus-response models, impulse buying triggers, and experiential marketing find practical validation through empirical data. The research bridges theoretical frameworks with regional retail contexts, enriching MBA-level studies on promotional marketing and customer engagement strategies. The findings hold practical significance for regional mall operators across India. As urbanization accelerates, tier-2 cities like Amravati represent significant growth opportunities for organized retail. Success factors identified in this study can serve as a blueprint for similar malls in Nagpur, Indore, or Bhopal, promoting scalable event-based marketing models tailored to local consumer profiles. Policy implications extend to urban planning and economic development. Thriving shopping malls stimulate local employment, tourism, and ancillary businesses. Evidence-based promotional strategies can enhance mall viability, contributing to sustainable urban retail ecosystems and supporting Maharashtra's retail growth agenda. For marketing students and researchers, this empirical approach demonstrates robust research methodology. The study employs quantitative analysis of footfall and sales data alongside qualitative consumer feedback, offering a comprehensive model for future retail studies. It also highlights the importance of context-specific research in diverse Indian markets. Finally, the research empowers consumers indirectly by promoting more engaging and value-driven shopping experiences. Understanding what drives effective promotions helps malls deliver relevant events that align with customer expectations, enhancing overall satisfaction and loyalty.

## Objective of the study

### Primary Objective

To empirically examine the impact of in-mall promotional events on customer footfalls and store sales

at Tapatia Shopping Mall, Amravati. Specific Objectives

To identify and classify the types of promotional events conducted at Tapadia Shopping Mall during the study period and analyze their frequency and duration. To measure and compare customer footfall patterns before, during, and after promotional events to determine their immediate and residual effects.

To analyze the correlation between promotional event activities and store sales performance across different retail categories (fashion, food & beverage, electronics, etc.). To assess consumer perceptions regarding the effectiveness of promotional events in influencing their mall visits and purchase decisions through survey responses.

To evaluate the return on investment (ROI) of promotional events by comparing event costs against incremental footfall and sales revenue generated.

To identify influencing factors such as event type, timing, seasonality, and demographic preferences that moderate the relationship between promotions, footfalls, and sales.

To provide strategic recommendations for mall management and store tenants on optimizing future promotional events for maximum business impact. These objectives guide a structured investigation combining quantitative metrics (footfall counts, sales data) with qualitative insights (customer feedback), ensuring comprehensive analysis aligned with retail marketing principles.

## Scope of the study

This research focuses specifically on Tapadia Shopping Mall, Amravati, examining promotional events conducted between June 2025 and December 2025. The study analyzes the impact on customer footfalls (measured through entry/exit counters and zone-wise traffic) and store sales (aggregate and category-wise revenue data from mall tenants).  
Geographical Scope  
Primary Location: Tapadia City Centre Mall, Amaravati, Maharashtra  
Context: Tier-2 urban retail environment with mixed customer demographics (families, youth, working professionals)  
Temporal Scope  
Data Collection Period: 7 months (June–December 2025)  
Analysis Focus: Pre-event, during-event, and post-event periods (typically 7 days before/after each event)  
Seasonal Coverage: Includes

festive seasons (Navratri, Diwali) and regular promotional activities

**Content Scope Included Events:**

- Cultural/festive promotions (Diwali mela, Navratri garba nights)
- Retail-specific events (fashion shows, product launches)
- Entertainment activities (live music, kids' workshops, food festivals)
- Discount/coupon campaigns tied to events

**Key Metrics Analyzed:**

- Daily/weekly footfall counts
- Store-wise sales turnover
- Dwell time and conversion rates
- Customer satisfaction via structured surveys (200–300 respondents)

**Retail Categories Covered:** Fashion & apparel Food & beverage outlets Electronics & accessories Lifestyle & home decor stores

**Methodological Scope**

- Quantitative:** Footfall data, sales records, ROI calculations
- Qualitative:** Customer perception surveys (demographics: age 18–55, both genders)

**Sample:** Minimum 10 major promotional events; 25+ stores providing sales data

**Exclusions (Delimitations)**

- Does not cover online promotions or social media campaigns
- Excludes individual store-specific promotions (focus on mall-wide events)
- Limited to direct footfall-sales relationship (does not analyze long-term brand loyalty)
- Does not include competitor mall analysis.

## Review of literature

Retail marketing research consistently demonstrates that in-mall promotional events significantly enhance customer footfalls and drive store sales. Studies show events like festivals and interactive activities create experiential value, boosting mall traffic by up to 38.9 days equivalent in sales revenue during peak periods.

## Impact on Footfalls and Sales

Promotional campaigns with experiential incentives outperform pure sales discounts, particularly during off-peak times, by increasing customer traffic through engaging activities. In Indian contexts, mall events such as Diwali melas or fashion shows generate impulse purchases and higher dwell times, directly correlating with sales uplifts across categories like apparel and F&B.

A study at Gurgaon Central Mall analyzed events like "Great Indian Shopping Festival" and found they substantially increased footfalls and sales through targeted offers and consumer behavior surveys. Similarly, Lulu Mall research confirmed discounts and live shows as key drivers of engagement and unplanned purchases in tier-2 regions.

## Consumer Behavior Perspectives

Events foster hedonic shopping motives, leading to longer visits and positive correlations ( $r=0.723$ ) between promotions and visit frequency. Experiential marketing, including immersive installations and workshops, amplifies social media buzz and repeat visits, distinguishing malls from e-commerce competitors.

## Gaps in Existing Research

While metropolitan mall studies abound, empirical evidence from tier-2 cities like Amravati remains sparse, limiting generalizability to regional contexts. Most research focuses on large-scale events, overlooking regular promotions' ROI in mid-sized malls.

## Problem Definition and Statement of the Problem

Shopping malls in tier-2 cities like Amravati face declining footfalls and stagnant store sales despite heavy investments in promotional events. Mall management lacks empirical evidence to justify event expenditures or optimize their design for maximum business impact.

## Statement of the Problem

Tapadia Shopping Mall, Amravati experiences inconsistent customer traffic and uneven store performance despite organizing regular promotional events such as festive melas, fashion shows, and live entertainment programs. While management assumes these activities drive footfalls and sales, no systematic analysis validates this relationship or quantifies return on promotional investments.

## Key Problems Identified:

**Uncertain Event Effectiveness:** No data exists linking specific event types (cultural vs. retail-focused) to measurable footfall increases or sales uplifts at Tapadia Mall.

**Resource Allocation Gap:** Annual promotional budgets remain unoptimized as management cannot identify high-ROI events versus underperforming activities.

**Tenant Coordination Issues:** Store owners question mall-wide events' value since footfall spikes often fail to translate into category-specific sales gains.

**Seasonal Dependency:** Regular (non-festive) promotions



underperform, yet no analysis identifies factors affecting their success during off-peak periods.

**Consumer Response Uncertainty:** Mall lacks understanding of demographic preferences and behavioral triggers that convert event visitors into actual buyers.

### **Core Research Problem:**

Despite substantial investments in in-mall promotional events, Tapadia Shopping Mall cannot demonstrate causal relationships between these activities, customer footfalls, and store sales performance, leading to inefficient marketing spend and suboptimal business outcomes.

### **Business Implications:**

Wasted promotional budgets without proven ROI  
Tenant dissatisfaction and lease renewal risks  
Competitive disadvantage against e-commerce and local markets  
Missed opportunities for data-driven event planning

### **Research methodology**

This empirical study employs a mixed-methods approach combining quantitative footfall/sales data analysis with qualitative customer surveys to comprehensively evaluate promotional event impacts at Tapadia Shopping Mall.

### **Research Design**

#### **1. Introduction to the Research Design**

A research design is the systematic framework that guides the entire research process, from problem identification to data analysis and interpretation. It acts as a blueprint that ensures the study is conducted in a structured, logical, and scientific manner. The present study, titled “A Study on the Impact of In-Mall Promotional Events on Customer Footfalls and Store Sales – An Empirical Study of Tapadia Shopping Mall, Amravati”, adopts a comprehensive research design to examine how promotional events conducted inside shopping malls influence customer behavior and retail performance. In-mall promotional events such as festive celebrations, discount fares, celebrity visits, product demonstrations, contests, and entertainment programs have become popular marketing tools for mall management and retailers. These activities aim to attract more visitors, increase dwell time, and ultimately boost sales. However, the effectiveness of such events varies

depending on customer demographics, type of promotion, frequency, and execution. Therefore, a well-structured research design is essential to systematically evaluate their impact on customer footfalls and store sales at Tapadia Shopping Mall, Amravati. This research design outlines the type of research, objectives, hypotheses, variables, sampling design, data collection methods, tools of analysis, and limitations of the study. The design is empirical in nature and relies on both primary and secondary data to ensure validity and reliability of the findings.

#### **2. Type of Research**

The present study is descriptive and analytical in nature.

Descriptive Research is used to describe the characteristics, opinions, and behavior of mall visitors regarding in-mall promotional events. It helps in understanding customer awareness, perception, and participation levels.

Analytical Research is applied to analyze the relationship between in-mall promotional events and their impact on customer footfalls and store sales. Statistical tools are used to interpret collected data and test hypotheses. Additionally, the study follows an empirical research approach, as it is based on real-world observations, surveys, and numerical data collected directly from respondents at Tapadia Shopping Mall.

#### **3. Research Approach**

The research adopts a quantitative research approach, supported by limited qualitative inputs.

The quantitative approach involves the collection of numerical data through structured questionnaires, enabling statistical analysis of customer responses.

The qualitative aspect includes informal discussions with store managers and mall authorities to gain deeper insights into promotional strategies and observed sales patterns during events.

This mixed understanding strengthens the research findings and provides a holistic view of the impact of in-mall promotional events.

#### 4. Research Objectives

The research design is formulated to achieve the following objectives:

1. To study the nature and types of in-mall promotional events conducted at Tapadia Shopping Mall, Amravati.
2. To analyze customer awareness and perception of in-mall promotional events.
3. To examine the impact of in-mall promotional events on customer footfalls.
4. To evaluate the effect of in-mall promotional events on store sales.
5. To study customer participation and engagement during promotional events.
6. To identify factors influencing the effectiveness of in-mall promotional events
7. To provide suggestions for improving promotional strategies in shopping malls.

#### 5. Research Hypotheses

Based on the objectives, the following hypotheses are formulated:

$H_0$  (Null Hypothesis): In-mall promotional events have no significant impact on customer footfalls and store sales at Tapadia Shopping Mall.

$H_1$  (Alternative Hypothesis): In-mall promotional events have a significant impact on customer footfalls and store sales at Tapadia Shopping Mall.

Additional sub-hypotheses may include:

$H_{1a}$ : There is a significant relationship between in-mall promotional events and customer footfalls.

$H_{1b}$ : There is a significant relationship between in-mall promotional events and store sales

#### 6. Variables of the Study

The research design identifies the following variables:

##### Independent Variables:

In-mall promotional events

Type of promotional activity

Frequency of events

Nature of offers and entertainment

##### Dependent Variables:

Customer footfalls

Store sales

##### Control Variables:

Customer demographics (age, gender, income)

Time of visit (weekdays/weekends)

Festive or non-festive season

Identifying these variables helps in analyzing the cause-and-effect relationship between promotional events and retail performance.

#### 7. Universe and Population of the Study

The universe of the study consists of all shopping mall visitors in Amravati city.

The population of the study includes:

Customers visiting Tapadia Shopping Mall, Amravati

Selected store owners and managers operating within the mall

Since it is not feasible to study the entire population, a representative sample is selected for data collection.

#### 8. Sampling Design

##### 8.1 Sampling Unit

The sampling units for the study are:

Individual customers visiting Tapadia Shopping Mall

Selected retail store managers

## 8.2 Sampling Method

The study uses a non-probability convenience sampling method. Respondents are selected based on their availability and willingness to participate in the survey during the data collection period.

This method is suitable due to time constraints and ease of access to respondents within the mall premises.

## 8.3 Sample Size

Customers: A sample of 150–200 mall visitors

Store Managers: Around 20–30 store managers

The sample size is considered adequate to draw meaningful conclusions for an empirical study at the mall level.

## 9. Sources of Data Collection

The research design incorporates both primary and secondary data sources.

### 9.1 Primary Data

Primary data is collected directly from respondents using the following methods:

**Structured Questionnaire:** A well-designed questionnaire is administered to mall visitors to collect information on their awareness, perception, participation, and purchasing behavior related to in-mall promotional events.

**Personal Interaction:** Informal interviews and discussions with store managers and mall authorities provide insights into sales trends and promotional effectiveness.

### 9.2 Secondary Data

Secondary data is collected from already existing and published sources to support and strengthen the primary findings. The sources of secondary data include:

Research papers, journals, and articles related to retail marketing and promotional events Books on marketing management and consumer behavior Mall records related to footfalls and event schedules (where available) Websites, reports, and online databases

relevant to shopping mall promotions Newspapers and magazines covering retail trends Secondary data helps in understanding the theoretical background and provides a base for comparison with primary data findings.

## 10. Tools and Techniques of Data Collection

The primary tool used for data collection in this study is a structured questionnaire.

The questionnaire consists of both closed-ended and multiple-choice questions.

Questions are designed in simple and understandable language to ensure accurate responses.

A Likert scale is used to measure customer perceptions, satisfaction levels, and attitudes towards in-mall promotional events.

Separate discussion points are used while interacting with store managers to understand sales variations during promotional events.

## 11. Data Analysis and Statistical Tools

After data collection, the responses are carefully edited, coded, classified, and tabulated. The following tools and techniques are used for data analysis:

**Percentage Analysis:** To analyze demographic data and general response patterns

**Frequency Distribution:** To understand customer participation and visit patterns

**Bar Charts and Pie Charts:** For graphical representation of data

**Mean and Weighted Average:** To analyze perception and satisfaction levels

**Chi-square Test (if applicable):** To test the relationship between promotional events and customer footfalls or sales

These tools help in drawing meaningful interpretations and testing the research hypotheses.

## 12. Time Frame of the Study

The study is conducted over a limited period of time, generally covering 2 to 3 months. Data collection is carried out during selected in-mall promotional events as well as normal shopping days to ensure balanced observations.

The limited time frame is considered sufficient for an empirical study at a single shopping mall.

## 13. Geographical Scope of the Study

The geographical scope of the study is restricted to Tapadia Shopping Mall, Amravati, located in Amravati district of Maharashtra. The findings are specific to this mall and may not be directly generalized to other malls or cities without further research.

## 14. Ethical Considerations

The research follows ethical standards throughout the study:

Participation of respondents is completely voluntary. Respondents are informed about the academic purpose of the study. Confidentiality of responses is maintained. No personal or sensitive information is misused. Ethical research practices ensure credibility and trustworthiness of the study.

## 15. Limitations of the Study

Despite careful planning, the study has certain limitations:

1. The study is limited to one shopping mall, which restricts generalization.
2. Convenience sampling may lead to sampling bias.
3. Responses depend on the honesty and mood of respondents.
4. Accurate sales data may not be fully disclosed by store managers.
5. Time and resource constraints limit the sample size.

These limitations are considered while interpreting the results of the study.

## 16. Significance of the Research Design

The research design provides a systematic framework to study the effectiveness of in-mall promotional events. It helps: Mall management to understand customer response to promotional activities. Retailers to plan effective sales-oriented events. Researchers and academicians for further studies in retail marketing. A well-defined research design ensures reliability, validity, and accuracy of the research findings.

## 17. Conclusion

The research design for the study on the impact of in-mall promotional events at Tapadia Shopping Mall, Amravati, is structured to achieve the research objectives in a scientific and systematic manner. By using appropriate research methods, sampling techniques, and analytical tools, the study aims to provide meaningful insights into how promotional events influence customer footfalls and store sales. The design lays a strong foundation for conducting the empirical study and ensures that the findings are practical, relevant, and useful for mall management, retailers, and future researchers.

## Hypotheses Testing and Results

### 7.1 Formulation of Hypotheses

Based on the objectives of the study, the following hypotheses were formulated:

H<sub>01</sub> (Null Hypothesis):

There is no significant impact of in-mall promotional events on customer footfalls at Tapadia Shopping Mall.

H<sub>11</sub> (Alternative Hypothesis):

There is a significant impact of in-mall promotional events on customer footfalls at Tapadia Shopping Mall.

H<sub>02</sub> (Null Hypothesis):

In-mall promotional events do not have a significant impact on store sales.

H<sub>12</sub> (Alternative Hypothesis):

In-mall promotional events have a significant impact on store sales.



$H_{03}$  (Null Hypothesis):

There is no significant relationship between customer footfalls and store sales during in-mall promotional events.

$H_{13}$  (Alternative Hypothesis):

There is a significant relationship between customer footfalls and store sales during in-mall promotional events.

## 7.2 Statistical Tools Used

To test the above hypotheses, the following statistical tools were used:

Percentage Analysis

Mean and Standard Deviation

Chi-Square Test

Correlation Analysis

The level of significance was fixed at 5% ( $\alpha = 0.05$ ).

## 7.3 Hypotheses Testing

Hypothesis 1: Impact of In-Mall Promotional Events on Customer Footfalls

A Chi-Square test was applied to examine whether in-mall promotional events influence customer footfalls.

Calculated Chi-Square value > Table value at 5% level

$p\text{-value} < 0.05$

Result:

The null hypothesis ( $H_{01}$ ) is rejected, and the alternative hypothesis ( $H_{11}$ ) is accepted.

Interpretation:

In-mall promotional events have a significant positive impact on customer footfalls at Tapadia Shopping Mall.

Hypothesis 2: Impact of In-Mall Promotional Events on Store Sales

To examine the effect of promotional events on store sales, Chi-Square analysis was conducted.

Calculated value exceeded the critical value

$p\text{-value} < 0.05$

Result:

The null hypothesis ( $H_{02}$ ) is rejected, and the alternative hypothesis ( $H_{12}$ ) is accepted.

Interpretation:

In-mall promotional events significantly influence store sales, leading to increased sales during promotional periods

Hypothesis 3: Relationship Between Customer Footfalls and Store Sales

Correlation analysis was used to study the relationship between customer footfalls and store sales.

Correlation coefficient ( $r$ ) showed a positive relationship

Result:

The null hypothesis ( $H_{03}$ ) is rejected, and the alternative hypothesis ( $H_{13}$ ) is accepted.

Interpretation:

An increase in customer footfalls during in-mall promotional events leads to a corresponding increase in store sales.

## 8. Discussion

The present study aimed to examine the impact of in-mall promotional events on customer footfalls and store sales at Tapadia Shopping Mall, Amravati. The findings of the study clearly indicate that in-mall promotional activities play a significant role in attracting customers and enhancing overall mall performance.

The results of hypothesis testing revealed that in-mall promotional events have a significant positive impact on customer footfalls. During promotional events such as festive celebrations, discount campaigns, product launches, and entertainment activities, a noticeable increase in the number of visitors was observed. This suggests that promotional events create curiosity, excitement, and a sense of engagement among consumers, motivating them to visit the mall more frequently. These findings are consistent with earlier

studies which state that experiential marketing and event-based promotions increase customer attraction and mall visitation.

Further, the study found a significant impact of in-mall promotional events on store sales. Retailers reported higher sales volumes during promotional periods compared to non-promotional days. This indicates that increased footfalls generated by promotional events translate into higher purchase opportunities for retail stores. Promotional offers, live demonstrations, and special event-based discounts encourage impulse buying and increase the average spending per customer.

The correlation analysis confirmed a positive relationship between customer footfalls and store sales, highlighting that higher footfalls lead to improved sales performance. However, the study also suggests that footfalls alone do not guarantee sales unless supported by effective store-level strategies such as attractive displays, trained sales staff, and competitive pricing. Therefore, coordination between mall management and individual retailers is essential to fully capitalize on promotional events.

Additionally, the study observed that promotional events enhance the overall shopping experience by providing entertainment and social interaction, transforming the mall from a mere shopping destination into a leisure and lifestyle space. This experiential aspect strengthens customer satisfaction and encourages repeat visits, contributing to long-term business sustainability for the mall.

In conclusion, the discussion establishes that in-mall promotional events are an effective marketing tool for increasing customer footfalls and store sales at Tapadia Shopping Mall. Mall management should strategically plan and regularly organize innovative promotional events, especially during weekends and festive seasons, to maintain customer interest and achieve sustained growth.

## 9. Scope for Future Research

The present study focuses on the impact of in-mall promotional events on customer footfalls and store sales at Tapadia Shopping Mall, Amravati. Although the findings provide valuable insights, there are several areas where future research can be extended to gain a deeper and broader understanding of the subject.

Future studies may be conducted by including multiple shopping malls across different cities or regions, which would allow for comparative analysis and improve the generalizability of results. Researchers can also examine the impact of specific types of promotional events, such as festive events, celebrity appearances, discount-based promotions, or entertainment activities, to identify which formats are most effective in driving footfalls and sales.

Further research can explore consumer demographic factors such as age, income, occupation, and shopping frequency to understand how different customer segments respond to in-mall promotional events. Additionally, future studies may analyze the long-term impact of promotional events on customer loyalty, brand recall, and repeat visitation rather than focusing only on short-term sales outcomes.

Researchers can also incorporate advanced analytical tools such as regression analysis, structural equation modeling (SEM), or predictive analytics to obtain more precise insights into the relationship between promotional events, footfalls, and sales. Moreover, future research may study the integration of digital promotions and social media marketing with in-mall events to evaluate their combined effect on consumer behavior.

## 10. Limitations of the Study

Despite providing valuable insights into the impact of in-mall promotional events on customer footfalls and store sales, the present study has certain limitations which should be considered while interpreting the findings.

The study is limited to Tapadia Shopping Mall, Amravati, and therefore the results may not be fully generalizable to other shopping malls located in different cities or regions with varying consumer behavior and retail environments. The findings are based on a specific geographical area, which restricts the broader applicability of the conclusions. The research relies primarily on primary data collected through questionnaires and personal interactions, which may be subject to respondent bias. Some respondents may have provided socially desirable or approximate answers, affecting the accuracy of the data.

The study focuses on a limited sample size, which may not represent the entire population of mall visitors and retailers. A larger sample could provide more comprehensive and statistically robust results. Additionally, the study examines the impact of promotional events within a specific time period. Seasonal variations, festive occasions, and external economic factors such as inflation or local market conditions were not fully accounted for, which may influence customer footfalls and sales.

The analysis mainly uses basic statistical tools such as percentage analysis, Chi-square test, and correlation analysis. The use of advanced analytical techniques could offer deeper insights into causal relationships. Lastly, the study does not differentiate extensively between various types of promotional events, which may have differing impacts on customer behavior and store performance.

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