

Latest Buyer's Need in Shopping Malls

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ABSTRACT

Paper discusses the need of today's buyer in shopping malls. The study helps to know the basic requirement of the buyer for promotion of sale. A survey shows the need of food court and security with transport facility and position of shopping mall for its progress. The scheme of the paper has introduction & literature review with data analysis based on questionnaire regarding buyer's choice.

Key words: Food court, Malls, Position, Security, Transportation

Introduction

In 1990's and early 2000, only higher class or upper middle class families use to purchase from shopping malls. It is seen now a days that almost all cadre of people are shopping from malls. This is because of many factors like the product cost, offers, service after sale, range of products, etc. There are some more factors which play role towards attraction of common man towards shopping malls. They are mall ambience, environment, entertainment, food, etc. For a common man shopping mall is a place of purchase from groceries to clothing's and electronic accessories at the same time a good entertainment place for children and other family members. A survey was conducted in this regard to know the views of a common man regarding security, transportation, position of mall and food court available at the mall. The responses we received are analysed below. A literature review regarding malls and its impact on the organised retail is also presented with the introduction. The table of statistics and related charts are in the later part of paper to present statistical evidences, for the paper. Interpretation of charts is also written before concluding the paper. The literature studied consists of research papers from reputed journals, articles published in books, etc.

(Arora, 2012) research concludes that organized retailing is accepted well and majority of the respondents perceive it to be either better or equally good as traditional retailing. People have a favourable inclination and perception towards the modern retail formats as they like shopping from an organized retail outlet or a shopping mall. The research concludes that people prefer a combination of both a traditional retailer as well as a modern retailer for satisfying their day to day requirements. (Poojari, 2012) study reveals that in the Indian context, demographic factors of consumers have an influence on buying behaviour of people towards emerging shopping malls. Demographic factors of Gender, Age, Monthly Income, Occupation, Marital status and Qualification influence the attitudes and perception of buyers toward shopping malls. It was found that Demographic factors majorly influence the buying behaviour of people from traditional store to organized retail stores. Even entertainment & parking space given by the malls plays a vital role in the working of malls. (Satnam Kour Ubeja, 2012) study investigated the customer satisfaction with respect to sales promotion mix in shopping malls and to study variations in the customer satisfaction with respect to sales promotion mix across different demographic variables in (Min-Young Lee, 2006) studied comparison between demographic composition and retail attributes for four competing retailer formats: (a) regional malls, (b) supercenters, (c) category killer, and (d) warehouse clubs. (Vipul Patel, 2009) made an attempt to study the motivations that people go shopping in mall. A mall intercept survey was conducted to study the shopping motivation of India shoppers. This study identified three utilitarian convenient shopping, economic shopping and achievement shopping and six hedonic shopping motivations shopping enjoyment, gratification shopping, idea of shopping, shopping for aesthetic ambience, roll shopping, and social shopping (Ramaswamy V. S., 2013) wrote a book mainly related with marketing management. Some of the important points related to strategic planning are discussed that, it is recommended for managers and students seeking knowledge regarding marketing management, strategic planning and decision-making.

Students can learn to apply strategic tools and decision-making frameworks, in actual businesses or corporate situations from this book. (Kotler, 2012) wrote a book is mainly related with marketing management. The book discusses strategic marketing management speaks of the markets of the 21st century and how they are affected by the forces of demand and supply. The reader is taken through the various factors affecting the prices of goods and services such as, the product mix, the distribution channels and the shift and movement in demand and supply. (Michael Levy, 2008) in their book related with marketing management discussed some important points on model of strategic decision-making. The texts organization around a decision-making process allows readers to learn about the process of strategic decisions first before moving on to decision implementation. The implementation decisions are broken down into merchandise management decisions and store management decisions.

Data Collection from Shopping Malls

Western Maharashtra was selected for data collection from Shopping malls. A questionnaire was prepared and survey was conducted in Kolhapur, Ichalkaranji, Sangli & Solapur towns. The buyers in the malls were asked questions on the topics of food facilities, transportation, positioning of malls, & security. A sample of 200 respondents was collected for the study.

Table 1: Visitors Response Level

Sr No	Mall Facility	Level of Response				
		Worst	Poor	Average	Good	Very Good
1	Food Court	16	19	11	76	78
2	Security	4	6	10	82	98
3	Transportation	25	15	30	51	79
4	Position of Mall	35	11	32	57	65

Source: Field survey

The data collected in table 1 represents responses from the visitors of malls who were present there for shopping or entertainment. A questionnaire was prepared in this regard, which was filled by asking questions to the visitor of the mall. The samples were collected keeping in view of western Maharashtra. Around 200 responses were collected, and the analysis and interpretation is given below.

Data Analysis

Analysis 1: Food court

On asking question regarding food court facility of the shopping mall, majority of responses were in good and very good side, but there were some negative replies also. On analysing these figures we can say that out of 200 responses we got, more than 150 responses gave positive answers in good and very good.

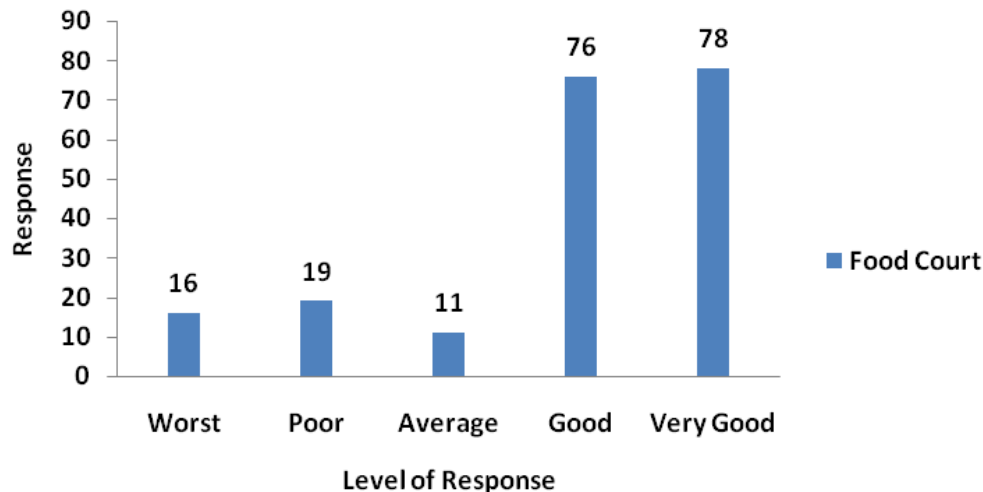


Chart 1: Responses for Food Court Facility

This chart1 shows the responses regarding food court facility in shopping malls. The areas below average are more than 17%. There were problems like quality of food, cost of food and serving methods. The offers were given at higher billing items or not so common. This are needs improvement in terms of cost, quality, quantity and service.

Analysis 2: Security

Regarding security of the shopping mall, most of the responses were in positive side.

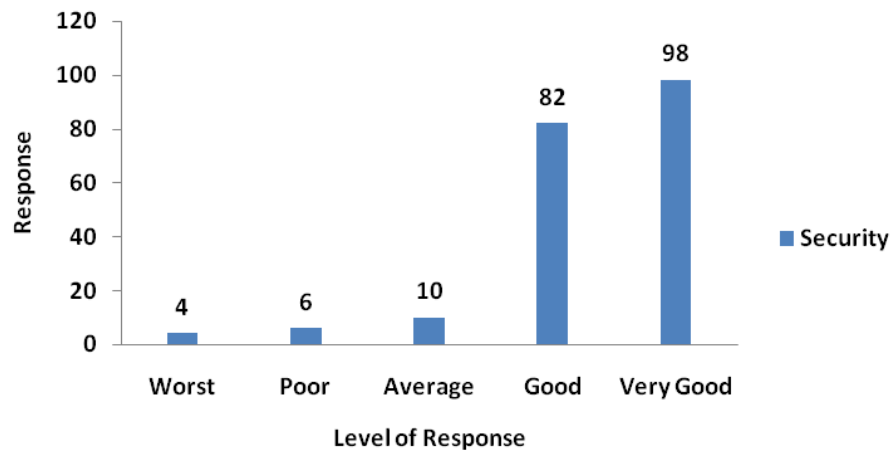


Chart 2: Responses of Security at Shopping Mall

From Chart 2 it is clear that more than 90% of responses were above average where as only 10% responses were negative. This shows respondents were satisfied with the security arrangements of shopping malls. This can be further improved by introducing a redressal committee especially in regard with women visiting the shopping mall.

Analysis 3: Position of Mall

When question were asked regarding position of shopping malls, there were mixed responses received from the respondents.

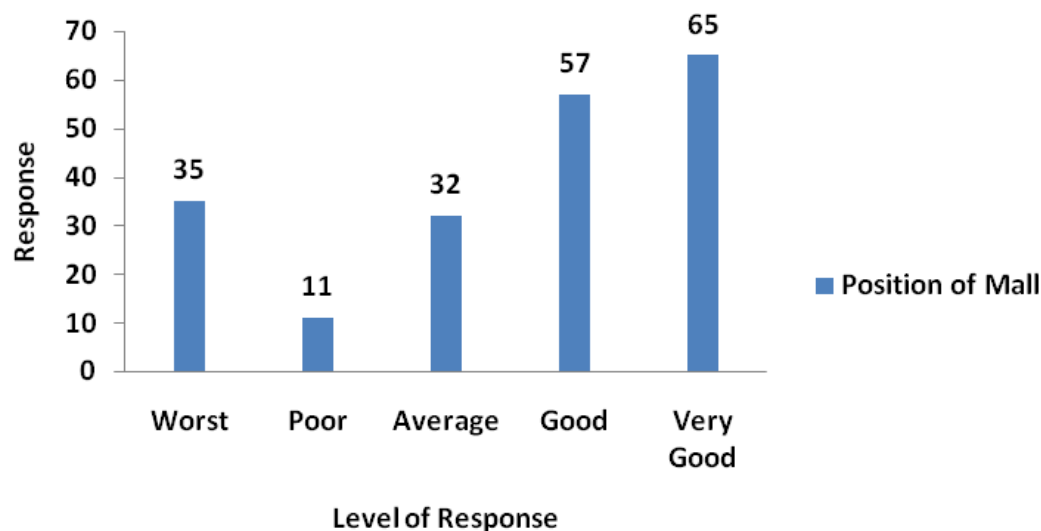


Chart 3: Responses of Position of Shopping Mall

As per the statistics represented in graph 3, it can be interpreted that about 39% of respondents responded that the position of shopping mall is average or below average. It has been seen that shopping malls being big in sizes, are located at far distance places or at outskirts of the city. This becomes problem for those who resides at the other side of the city. Being below average financially, they can't maintain personal four wheelers and auto rickshaw or taxi fare required is more, they are unable to take full advantage of the shopping mall. Whereas those residing in nearby areas, are fully satisfied.

Analysis 4: Transportation

Because shopping malls are located at outskirts of city, transportation becomes a problem for most of the respondents. Those having their own vehicles can offer to visit the shopping malls frequently, but others have to pay huge tariff to reach to the shopping mall.

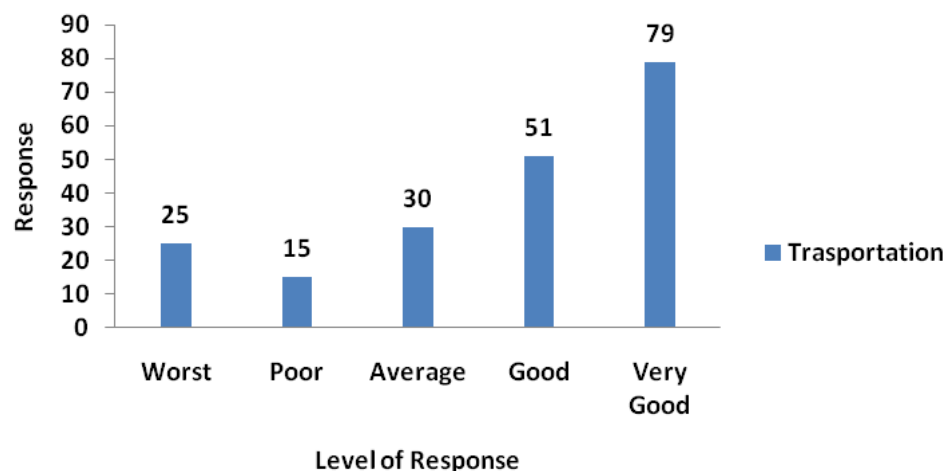


Chart 4: Responses of Transportation to Shopping Mall

The chart 4 statistics shows about 35% of responses were average or below. Transportation cost, driving time and difficulty, parking problem, pollution, etc comes into picture when location of shopping mall is at a distance from town. This can be reduced on deciding a better reachable place to majority of population residing in that town.

Suggestions and Conclusion

The thirst of the customer for innovative and modern conceptual malls will be constant. Each mall has its own positives and negatives. The positioning of the every mall will matter at the end. The mall whose positioning is well aligned with the customer's psychology that matches well enough with his behavioural traits will long last. In ever dynamic market the possibility of one sure shot marketing strategy is very less. The transportation to a particular mall may be poor but it all depends ultimately on the comprehensive marketing strategy that helps in raising footfall of the customers. The mass promotions, celebrity events, book launch, movie promotions, music concerts will help in raising footfalls even though transportation. The no. of anchor food courts and shops are responsible for bringing limelight to any mall. The mall's facility management viz. Infrastructure management, Ambience management, Traffic Management have final impact on malls overall performance. This research paper tries to find the role customer retention of shopping centre and Leisure Attractions, Location, Accessibility etc. These factors play critical roles in the progress of the mall. The malls are not place for shopping but are place of get together; spend quality leisure time. Out of 4P's of marketing, one P is Place that plays an important role in the progress of shopping mall.

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