

**A STUDY ON IMPACT OF PROMOTIONAL STRATEGIES ON
CONSUMER BUYING BEHAVIOR TO SHOPPING MALL**

Dr. P. Parimaladevi,
Assistant Professor
Department of Commerce(CA),
Vellalar College For Women(Autonomous)
Erode-12, Tamilnadu.

S. Loganayaki,
Research scholar
Vellalar College For Women (Autonomous)
Erode-12, Tamilnadu.

ABSTRACT

A retail industry is a growing sector in an Indian economy. A "shopping mall" or "shopping centre" is a building or set of buildings which contain retail units, with interconnecting walk ways enabling visitors to easily walk from unit to unit. A shopping center enclosed within a large structure.

Shopping malls are operating in an increasingly competitive environment characterized by over capacity and declining customers where the promotional activities of the mall are increasingly being used to differentiate the mall through image communication, increase visits and stimulate merchandise purchases Research on the use of marketing tools and measuring their effectiveness as driving factors of shopping malls. The paper has been drawn up with the objective of identifying and analyzing the promotional offers offered by the malls to attract more customers and other key factors and attributes, which influence consumers while deciding to visit a particular mall.

INTRODUCTION

A retail industry is a growing sector in an Indian economy. A "shopping mall" or "shopping centre" is a building or set of buildings which contain retail units, with interconnecting walkways enabling visitors to easily walk from unit to unit. The population is moving towards the middle class or upper middle class this is resulting in the higher disposable income.

A shopping center enclosed within a large structure; often two or three stories high, often designed around a central atrium; may have numerous stores, as well as entertainment activities such as movie theaters, fast-food outlets, restaurants, and public areas. In India there are three categories of malls- value malls (e.g. Big Bazaar), value cum-lifestyle mall (e.g. pantaloon) and Lifestyle malls (e.g. Treasure Island).

Shopping malls are operating in an increasingly competitive environment characterized by over capacity and declining customers where the promotional activities of the mall are increasingly being used to differentiate the mall through image communication, increase visits and stimulate merchandise purchases Research on the use of marketing tools and measuring their effectiveness as driving factors of shopping malls. The report has been drawn up with the objective of identifying and analyzing the promotional offers offered by the malls to attract more customers and other key factors and attributes, which influence consumers while deciding to visit a particular mall.

STATEMENT OF THE PROBLEM

This research pertains to finalize the present consumer behavior of shopping malls through promotional activities in Coimbatore city with 150 respondents of consumers. At present in this competitive business world the retailing industry has more brands in the battlefield facing stiff competition in every segment's targeted. Every brand is also facing stiff competition to retain brand in the market.

- ❖ What is the socio-economic characteristic of the consumer's?
- ❖ Is the communication and guidance are available properly in the shopping mall?
- ❖ Is the shopping mall providing more promotional opportunity to the consumer's?
- ❖ Are they suitable for all the income groups?

OBJECTIVES OF THE RESEARCH STUDY

The first step in any marketing research calls for the researcher to define the project scope and then define problem carefully and formulate the research objectives.

An old age says, “**Problem well defined in half solved**”.

- ❖ To study the motives of people visiting different shopping malls.
- ❖ To study the impact of promotional strategies on consumer buying behavior.
- ❖ To study the factors influencing the customer to purchase the products in shopping malls.
- ❖ To measure the level of satisfaction regarding the shopping malls.
- ❖ To know about the various problems faced by the respondents, while Purchasing in shopping malls.

SCOPE OF THE STUDY

The main scope of the study is to understand about of various sales promotional activities which increase the sales.

- ❖ Reaching the target within a short span of time which increases the productivity and market image.
- ❖ Identifies the effective sales promotion activities.

All the consumers are a social animal, the perception motivation, need etc, of the consumer are influence by factors viz., life style, income, priority of needs etc., This knowledge helps the firms to frame strategies and policies that can influence these external factors. To study the level of satisfaction and attitude of the consumers towards shopping malls in the study area is helpful to further development and growth in this field.

LIMITATIONS OF THE STUDY

The following are the major limitations of the study.

- ❖ This study is restricted only to Coimbatore city so the result may not be applicable to other areas.

- ❖ Only 150 respondents were selected for the study, so the result may vary if more persons are included.
- ❖ The findings of the study depend on the responses given by sample respondents.

SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

The respondents have been distributed on the basis of socio-economic factors such as their age, gender, educational qualification, occupation, monthly income.

Percentage Analysis – (Table-1)

- Majority 64% of the respondents are Female category.
- Majority 42% of the respondents belongs to 20-30 years of the Age Group.
- Majority 34% of the respondent are come under the category are UG Degree.
- It is found from the analysis that majority (25.33%) of the respondents are business.
- It is found from the analysis that majority (30%) of the respondents are belong to the category of above Rs 30000.
- It is identified from the analysis that majority (50.67%) of the respondents are having 3-5 members in their family.

PROFILE OF THE RESPONDENT BASED ON THEIR BUYING ATTRIBUTES

The profile of the respondent based on their buying attributes of the respondents.th purpose of purchase, using, discount, preference, type, service, mode of purchase, influencing sources and problems faced by the respondents in using shopping mal are considered as variables in the present study.

Percentage Analysis – (Table-2)

- ❖ It is identified from the analysis that majority (24.67%) of the respondents get information about shopping malls from friends and relatives.

- ❖ It is found from the analysis that majority (34.67%) of the respondents are having their residence in semi urban area.
- ❖ It is found from the analysis that majority (29.33%) of the respondents are preferred the offers and discount.
- ❖ It is found from the analysis that majority (78.67%) of the respondents aware of the promotional activities in the shopping malls.
- ❖ It is identified from the analysis that majority (22.67%) of the respondents are impressed by media advertisement.
- ❖ It is found from the analysis that majority (33.33%) of the respondents are highly satisfied with the promotional activities at a shopping malls.
- ❖ It is identified from the analysis that majority (38%) of the respondents are frequency visiting twice in a week.
- ❖ It is found from the analysis that majority (57.33%) of the respondents are purchased for personal usage\consumption.
- ❖ It is identified from the analysis that majority (33.33%) of the respondents are buying clothes.
- ❖ It is found from the analysis that majority (36%) of the respondents are opined that price are high in shopping mall.
- ❖ It is identified from the analysis that majority (40.67%) of the respondents are preferred the facility of discount card.
- ❖ It is found from the analysis that majority (41.33%) of the respondents are under the category of frequently needed the help of store staff.
- ❖ It is identified from the analysis that majority (42.67%) of the respondents opined that the experience in purchase from shopping mall is good.
- ❖ It is found from the analysis that majority (80.67%) of the respondents are willing to visit shopping mall again.
- ❖ It is identified from the analysis that majority (80%) of the respondents are recommended of others to go shopping malls.

ATTRIBUTES OF SHOPPING MALL

The importance given by consumers towards various attributes of shopping mall differs from one individual to another individual.

The attributes of shopping mall are as follows,

- Point-of-sale displays
- easy payments or installment plans
- quality
- price
- easy accessibility
- save time

CONSUMER OPINION AND FACTOR INFLUENCING THE LEVEL OF SATISFACTION

According to the opinion level, the sample respondents are classified into three categories.

- Highly satisfied
- Satisfied
- Dissatisfied

CHI-SQUARE ANALYSIS:

The chi-square test has been used to find out the relationship between the socio economic factors and opinion level of the sample respondents.

In this study, the majority of the respondents' opinion level is high with the usage of shopping mall.

- Majority (57.33%) of the respondents are highly satisfied with the promotional activities at shopping malls.

Majority (25.33%) of the respondents are satisfied with the promotional activities at

shopping malls.

- Remaining 17.34 % of the respondents opinion level is dissatisfied with the usage of shopping malls.

Result of chi-square test :(table-3)

- ❖ There is no significant relationship between gender and level of satisfaction with regards to price of products in the shopping malls.
- ❖ There is no significant relationship between age and level of satisfaction with regards to quality of products in the shopping malls.
- ❖ There is no significant relationship between educational qualifications and level of satisfaction with regards to promotional offer of the shopping malls.
- ❖ There is no significant relationship between location and level of satisfaction with regards to flexibility of the payment mode.
- ❖ There is no significant relationship between facility and level of satisfaction with regards to promotional offer of the shopping malls.

SUGGESTIONS

Based on the findings, the following suggestions are to improve the sales of the shopping malls and also to satisfy the consumers. A successful promotional strategy must be based on a clear understanding of Coimbatore city economic base.

- ❖ Through promotional activities, Main Street can build foot traffic for the city; while it can bring the shoppers to the door of a business, once customers cross the threshold, it is up to the merchant to offer the products and services people want.

- ❖ Financial facilities can be suitably arranged as it will help to attract the new customer.
- ❖ It is found that (21%) of the sample respondents are not aware about the promotional activities of shopping malls. The manufacture should take appropriate steps to be taken to increase the awareness about the products in the shopping malls.
- ❖ It may use the sales promotional tool to lead the first time users by offering price reduction, sales coupon and guarantees.
- ❖ To increase the repeat purchase from the existing users.
- ❖ It can work as a introductory platform for a new product and get a domain name free.
- ❖ By giving users free coupons upon buying every products get considerable discount on the next purchase with a certainty bind your customers with products and it will switch on a new brand ,even if it being highly competitive.

Table1: Profile of the respondents-percentage analysis

Demographic factors		No of respondents	Percentage of respondents (%)
Age	Below 20years	32	21.33
	20-30years	63	42
	30-40years	30	20
	Above 40years	25	16.67
Gender	Male	54	36
	Female	96	64
Education qualification	Illiterate	18	12
	School level	35	23.33
	Under graduate	51	34
	Post graduate	46	30.67
Occupation	Business	38	25.33
	Profession	30	20

	Home maker	21	14
	Employee	29	19.33
	Others	32	21.34
Monthly income	Below Rs10000	30	20
	Rs10000-Rs20000	34	22.67
	Rs20000-Rs30000	41	27.33
	Above Rs30000	45	30
Family size	Below3members	36	24
	3-5members	76	50.67
	Above5members	38	25.33
Sources of Information	Friends and relatives	37	24.67
	Newspapers	26	17.33
	Advertisement	29	19.33
	Magazines	13	8.67
	Internet	21	14
	Flux banners	24	16
Residence	Urban	48	32
	Rural	50	33.33
	Semi urban	52	34.67
Preference of the shopping malls	Availability of adequate stock	35	23.33
	Offers and discount	44	29.33
	Convenience of location and timing	33	22
	Variety of products	38	25.34

Awareness	Yes	118	78.67
	No	32	21.33
Impressing Activities	Fun games	34	22.67
	Sounds and lightening	29	19.33
	Reality shows	28	18.67
	Fashion shows	20	13.33
	Media advertisement	39	26
	Frequency of visit	Once in a week	26
	Twice in a week	57	38
	Once in every 15 days	28	18.67
	Once in a month	39	26
Purpose of purchasing	Personal usage\consumption	86	57.33
	Gifts	64	42.67
Products	Grocery	27	18
	Clothes	50	33.33
	Electronics	28	18.67
	Cosmetics	25	16.67
	Others	20	13.33

FACTORS INFLUENCING THE LEVEL OF OPINION

Table-2: TOTAL OPINION LEVEL OF THE RESPONDENTS

Opinion level	No. of Respondents	Percentage
Highly Satisfied	86	57.33
Satisfied	38	25.33

Dissatisfied	26	17.34
--------------	----	-------

Table-3:CHI-SQUARE TEST RESULT

Factors	Calculated value	Table Value @5% Level	Degree of Freedom	Result
GENDER	2.9829	5.991	2	H ₀ accepted
AGE	3.5	12.6	6	H ₀ accepted
EDUCATIONAL QUALIFICATION	8.4813	12.6	6	H ₀ accepted
FACILITY	7.195	9.49	4	H ₀ accepted
LOCATION	5.8535	9.49	4	H ₀ accepted

CONCLUSION

After looking at the above data we have come to a conclusion that presently there is at end of considerable increase of shopping malls in all the metro cities , small towns and a large section of middle class , upper middle class people are coming for shopping because of the following reasons:

Customers convenience for shopping, items from food to clothing, grocery to electronics are available under one roof, better environment and improved customer service, competitive price with seasonal discount, various gift scheme, Various options to the customer for choosing brand and variety, sample scope of promoting sales and enhance brand image, availability of parking space for their vehicle, Scope of employment at local area for various segment.

BIBLIOGRAPHY

BOOKS

- Marketing Managements : Phillai and Bhagavathy
- Principles of Marketing : Philip Kotler
- Research Methodology : C.R.Kothari
- Statistical Methods : S.P.Gupta.
- Marketing Research, Analysis, Planning, Implementation and Control : Philip Kotler

WEB SITES

- www.shopping mall.com
- www.google.com
- www.yahoo.com