

# [Recently, marketing strategy so as to enhance the](https://assignbuster.com/recently-marketing-strategy-so-as-to-enhance-the/)

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Recently, the developers and investors areconscious of the benefits of retaining current customers, which are essentialleading to the success of shopping center development. The effective marketingplan can draw more people and repeated customers to visit the 5 shopping arcadeagain and as a consequence enhance the sales revenue to the tenants and achievestable and high rental income to the investors. Therefore, the developers arewilling to put more financial and manpower resources to implement marketingstrategy so as to enhance the attractiveness of the arcade and build up a goodrelationship with customers. There has been a shift in the market demand intoday’s world. Technology is one of the Major factors which are responsible for thisexample group, time ofwork in the mark. New living-stage people are no more dependent on hate market and far off ofdivision’s stores. Today we can see a new time in market with the opening up of many ofdivisions stores, in over-great degree market, shoppers stop, malls, trade-marked do trade with generalpublic out-lets and work for which a person isnoted stores.

In today earth getting things atstore is not any more trouble-giving work rather it’s a pleasing outing surprisingevent now. The present work-place is based on forceof meetingblow of promotional activities on user behavior at gettingthings at store malls. Getting things atstore mallsis a new sort of market which came into existence in India since 1994. It is a sort of market where different kind of products are ready(to beused) under one roof.

My work-place is on comingto a decision about the customers giving moneyfor behavior of customer’s in getting things at store malls and the pleasure level of customers in gettingthings at store malls. My work-place will get out the currentposition of getting things at store malls and come toa decisionabout where it stands in the current market. This market field takeviews of will help in having knowledgeof the present customers tastes and desires. It will help me in puttinga value on the customer’s future needs, wants and requests. Shoppingmalls are increasingly using promotional activities to differentiate the mallfrom competitors through image / brand communication, to increase traffic(visits) and to stimulate merchandise purchases, in an increasingly competitiveenvironment characterized by over capacity and declining customers. Owner/management groups that have a portfolio of malls have recognized a needto market themselves effectively given that the store mix and product offeringsof many regional shopping malls are very similar. However, the changingconsumer base is creating a need to better understand the requirements of aheterogeneous market composed of numerous diverse segments making the use ofmass market promotions more difficult.

(ukessays, 2015) (Google)  Consumer Simply speaking, consumer is a person whoconsumes or uses various goods and services. Goods may include consumable goods(like wheat, salt, sugar, fruits etc.) or durable consumer goods (like T. V., Refrigerator, Toaster, etc).

Services that we buy may include electric power, Transport, Professional’s advices etc. “ Anybody who chooses goods and servicesspends money to obtain them and uses to satisfy his or her own needs.” (Google) Consumer BehaviourConsumer behaviour is the study of humanresponse to products and services.

It is important to understand ” Why” & “ How’s” of  buyers behave so manufacturercan do a better job of developing quality of product, charging reasonableprice, improvement in distributing product through various channels, andpromoting goods and services with various promotion measure for the group of consumers. The study of consumer behaviour has its roots in examining people for the sakeof understanding and going insight. Consumers are like finger prints, no twoconsumers are same in their behaviour. Consumers are shaped to some extent bythe environment in which they live they in term affect environment throughtheir behaviour. The fundamental goals of every business are to achieve fullprofit potential out of target consumer with various needs and taste there aremany similarities also among them.

Therefore, it becomes necessary to studytarget consumer wants, perception preferences and buying behaviour. Thebehaviour that consumer display in searching, purchasing eliminating anddisposing of goods and services which make them to essence of study of consumerbehaviour. To study the changing pattern of consumer behaviour and penetration, the result can get by doing survey so I decided to do survey on Mall. Consumer behaviour obviously refers to thebehaviour of consumers in deciding whether to buy or not to buy, whether to useor not to use, whether to dispose off or not to dispose of the products, whichsatisfy their needs. Consumer behaviour also refers to the use of scarceresource like time, money and efforts on consumption items. Consumer behaviour tries to answer thefollowing question: 1.     What products and services user givemoney for? 2.     What makes user to give moneyfor? 3.

When these are bought byuser? 4.     From where the user give money for? 5.     What is the number oftimes of giving money for? 6.     How often user use it?  I will undertake what isexperienced as user make observations to discover the answer to the abovequestions. These answers will make ready help to the manufacturers in thedesign, development and further getting well of their product. It also enablesthem to design their promotional designs. A person getting something for moneyor one who gives money is not necessarily being a user. Generally parents alsogive money for their children in this Case they are not the user but, the boysand girls.

Sometimes a product brought maybe used together. It is also notedthat the decisions to give money for may effect by a number of persons. Amarketer has to give money for May effect by an either to the one who givesmoney or the user or the influencers. Some have in mind that the best publicistthat of ones getting things for money, while some others have in mind that itis that of the users.

It is possible to play safer by giving directions for thegiven higher position to both the one who gives money and user. Medicalsubstances are gave help to through the science, medical experts, who take theproduct selection decision, but they neither buyers nor user. (Google) Why We Study Consumer Behaviour?  The work-place of userbehavior is the work-place of how individuals make decisions to use up theirready (to be used) resources (time, money, attempts) on using up related thingson a list. It includes the work-place of what they give money for, why theygive money for it, when they give money for it, where they give money for it, how often they give money for it, and how often they use it.

Just as user andmarketers are different, the reasons why people work-place user behavior arealso different. The field of user behavior holds great interest for us as user, as marketers. As user, we help from our own consumptions-related decision: whatwe give money for, why we give money for, how we give money for, and thepromotional effects that get to us to give money for. The work-place of userbehavior enables us to become more good, that is, wiser, user.

As marketers andfuture marketers, it is important for us to take in why and how individualsmake their using up decisions, so that we can make better overall viewmarketing decisions. If marketers get through knowledge user behavior, they areable to say what will take place in the future how users are likely having areaction to different knowledge-sorting and conditions of causes, and are ableto form their marketing designs as in agreement. Without doubt, marketers whoget through knowledge user behavior have great in competition more chances inthe marketplace. Ludhiana is a greatly sizedto do with industry great town in the north indian state of Punjab LudhianaDistrict is one of the22 districts in the state of Punjab in north-westRepublic of India.

Ludhiana great town which is part of the countryheadquarters is the middle part (of wheel) of industry in Punjab. The main industries are2-wheeled machine parts and hosiery Ludhiana is the biggest great town of thestate. It has eight tehsils seven sub-tehsils and twelve development gets inthe way of. Getting things at store is something that everyone loves to do intheir free time and Ludhiana being the middle part (of wheel) of industries andcloth, is the best-suited place for malls and multiplexes. There are quite anumber of malls in Ludhiana but to make it simple, not hard for you, we havelisted the top  most visited gettingthings at store malls of Ludhiana that are a great inside to have specialrights getting things at store, getting entertained and to dine in.

(Google) Mallsin Ludhiana ·        MBD Mall·        Silver Arc Mall·        Westend Mall·        The Pavilion Mall·        Grand Walk Mall·        Ansal Plaza Review of literature (Taylor and Cosenza (2002)) conducted a study to examine the shoppingchoice behavior of an important and viable segment of teen market called,” Later aged female teen”. The results revealed that typical later aged femaleteen made right choice especially for clothing products. Finally the groupsdesire to stay and shop at the local mall seemed to be a function of the mallcomposition and excitement. Thapliyal (2012)aimed at evaluating the consumers? attitude towards nearby market, big bazaarsand shopping malls and to analyze the related reasons age wise, education wiseand income wise. The basic purpose is to find out the reasons of patronizing astore gender wise and to unfold the consumers? preference to shopping malls. The main objective of this study was to evaluate the consumers? attitudetowards nearby market, age wise, education wise and income wise and to find outthe reasons of patronizing a store gender wise. Different stores in the cityLudhiana were selected.

The data were collected age wise, income wise andeducation wise. In some cases the respondents were requested to rate thedifferent attributes ranging from 1-5 on liker scale. Where 1 indicates the mostfavorable and 5 indicates the most unfavorable attitude.(Khan and Zafar (2011))madea comparative analysis of consumer buying behavior and brand perception ofconsumers regarding shopping malls in Ludhiana as a base. Consumer purchasingpower is the main factor, which determines their buying behavior and brand ofshopping malls.

The methodology adopted to study the consumer buying behavior& brand perception of consumer is through survey in shopping malls. Shopping Malls are the places for the fun & entertainment, family outing, shopping and eating? s.(Devgan and Kaur(2010)) India being a piebald country offers awide diversity in terms of people following different religions, languagechanging every 20 miles, diversified cultures leading to different tastes, habits and preferences. Therefore, the reasons for popularity of shopping mallsmay not be same in India as in other countries across the globe.(Roy (1994))in his study considered several characteristics of shoppers – such asfunctional shopping motivation, deal proneness, recreational shoppingmotivation, age, income and family size, to be a significant influence on mallshopping frequency.(Gursharan Singh Kainth& Mr. Divakar Joshi (2008)) studied thePerception of Customer & Retailers towards Malls in Ludhiana in Punjab. Thestudy was undertaken to learn about people’s knowledge, beliefs, preferences& satisfaction.

The locale of the study was The Malls in Ludhiana region ofPunjab. The sampling method used is non-probability convenience sampling. Asample of 200 customers? and 50 retailers was selected through conveniencerandom sampling.(Sangita Mohanty(2012)) studied in her paper titled “ Drivers ofretail shopping: An Exploratory study” consumers attitude towards nearbymarket, big bazaars and shopping malls and to analyze the related reasons agewise, education wise and income wise.

The basic purpose is to find out thereasons of patronizing a store gender wise and to unfold the consumer’spreference to shopping malls.(Parsons (2003)) in his paper analyzed common promotional activities employed byshopping mall marketers, which were ranked by a sample of customers on theirlikelihood of encouraging increases in the two key performance indicators usedby shopping malls – sales and visits. Whilst mall–wide sales are the preferredpromotion, a combination of general entertainment and price–based promotionswere found to be a strong alternative way to encourage visits and spending. (Anselmsson (2006)) in his study found selection as the most important determinant ofshopping mall choice, followed by atmosphere / ambience of the mall and thirdmost important determinant of satisfaction was convenience, which includesopening hours, parking, ease–of–movement and ability to find one’s location inthe mall. If shopping mall enjoys high visiting rates, a better strategy mightbe to focus on present customers and build relationships by improvingsatisfaction management. The focus would then be on atmosphere, refreshments, convenience and performance of the store personnel.

On the other hand, if amall is behind competitors and needs to increase sales and visit frequency, management should focus more on promotional activities and location aspects interms of improving geographical convenience. (Google) Objectives of the study The following are the objectives of the study·        To analyze the perception of consumers in purchasing at shopping malls. ·        To identify the factors of influencing consumers to purchase at shoppingmalls.·        To study the consumer behavior at shopping malls with reference togender, age, occupation and income.·        To analyses different attributes of layout, accessibility, ambience, availability of services, sales personnel and promotional tools in Mall.

·        To study consumer’s buying tactic, shopping priority during shopping atmalls in Ludhiana City.·        To find the expectation and perceptions of Consumer’s desirable andwishful factors in future they want in mall. (Google) Research methodology  Sources of data Theobjectives of the project are such that both primary and secondary data isrequired to achieve them, so both were used for the study.

(Google)· PrimarydataData to be collected for analysis from thecustomers of mall is a structured questionnaire. (Google) · Secondarydata Some of the data collected was also based onavailable information published in newspapers and industry journals, or thatreleased by retail companies or shopping malls developers themselves viainternet. (Google)  Sampling technique Forthe purpose of the study 200 respondents from Fun Republic and Brooke field’sshopping Malls has been selected applying Convenience Sampling method, sincethe population is infinite.

(Google) Analysis andinterpretation Thischapter deals with the analysis and interpretation of the study on with thesample size of 200 respondents from Ludhiana city. Thecollected facts have been categorized, tabulated with the following statisticalmeasures for executing the objective of the study. ·Simple percentage analysis ·Chi – square ·Factor analysis Limitations of the study Thefollowing are the limitations of the study. · This study is restricted only to Ludhiana city so theresult may not be applicable to other areas. · The finding of the study depends on the respondents’attitude.