

Recently, marketing strategy so as to enhance the

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Recently, the developers and investors are conscious of the benefits of retaining current customers, which are essential leading to the success of shopping center development. The effective marketing plan can draw more people and repeated customers to visit the 5 shopping arcade again and as a consequence enhance the sales revenue to the tenants and achieve stable and high rental income to the investors. Therefore, the developers are willing to put more financial and manpower resources to implement marketing strategy so as to enhance the attractiveness of the arcade and build up a good relationship with customers. There has been a shift in the market demand in today's world.

Technology is one of the Major factors which are responsible for this example group, time of work in the market. New living-stage people are no more dependent on home market and far off from division's stores. Today we can see a new time in market with the opening up of many of divisions stores, in over-great degree market, shoppers stop, malls, trade-marked do trade with general public outlets and work for which a person is noted stores.

In today's world getting things at store is not any more trouble-giving work rather it's a pleasing outing surprising event now. The present work-place is based on force of meeting blow of promotional activities on user behavior at getting things at store malls. Getting things at store malls is 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 be used) under one roof.

My work-place is on coming to a decision about the customers giving money for behavior of customer's in getting things at store malls and the pleasure level of customers in getting things at store malls. My work-place will get out the current position of getting things at store malls and come to a decision about where it stands in the current market. This market field take views of will help in having knowledge of the present customer's tastes and desires. It will help me in putting a value on the customer's future needs, wants and requests. Shopping malls are increasingly using promotional activities to differentiate the mall from competitors through image / brand communication, to increase traffic (visits) and to stimulate merchandise purchases, in an increasingly competitive environment characterized by over capacity and declining customers. Owner/management groups that have a portfolio of malls have recognized a need to market themselves effectively given that the store mix and product offerings of many regional shopping malls are very similar. However, the changing consumer base is creating a need to better understand the requirements of a heterogeneous market composed of numerous diverse segments making the use of mass market promotions more difficult.

(ukessays, 2015) (Google) Consumer Simply speaking, consumer is a person who consumes 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 services spends money to obtain them and uses to satisfy his or her own needs." (Google) Consumer Behaviour Consumer behaviour is the study of human response to products and services.

It is important to understand " Why" & " How's" of buyers behave so manufacturer can do a better job of developing quality of product, charging reasonable price, improvement in distributing product through various channels, and promoting 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 sake of understanding and going insight.

Consumers are like finger prints, no two consumers are same in their behaviour. Consumers are shaped to some extent by the environment in which they live they in term affect environment through their behaviour. The fundamental goals of every business are to achieve full profit potential out of target consumer with various needs and taste there are many similarities also among them.

Therefore, it becomes necessary to study target consumer wants, perception preferences and buying behaviour. The behaviour that consumer display in searching, purchasing eliminating and disposing of goods and services which make them to essence of study of consumer behaviour. 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 the behaviour of consumers in deciding whether to buy or

not to buy, whether to use or not to use, whether to dispose of or not to dispose of the products, which satisfy their needs. Consumer behaviour also refers to the use of scarce resource like time, money and efforts on consumption items. Consumer behaviour tries to answer the following question: 1. What products and services user give money for? 2. What makes user to give money for? 3.

When these are bought by user? 4. From where the user give money for?

5. What is the number of times of giving money

for? 6. How often user use it? I will undertake what is experienced as user

make observations to discover the answer to the above questions. These

answers will make ready help to the manufacturers in the design,

development and further getting well of their product. It also enable them to

design their promotional designs. A person getting something for money or

one who gives money is not necessarily being a user. Generally parents

also give money for their children in this case they are not the user but, the

boys and girls.

Sometimes a product brought maybe used together. It is also noted that the

decisions to give money for may effect by a number of persons. A marketer

has to give money for may effect by an either to the one who gives money or

the user or the influencers. Some have in mind that the best publicist that of

ones getting things for money, while some others have in mind that it is that

of the users.

It is possible to play safer by giving directions for the given higher position to

both the one who gives money and user. Medical substances are gave help to

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through the science, medical experts, who take the product selection decision, but they neither buyers nor user. (Google) Why We Study Consumer Behaviour? The work-place of user behavior is the work-place of how individuals make decisions to use up their ready (to be used) resources (time, money, attempts) on using up related things on a list. It includes the work-place of what they give money for, why they give 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 and marketers are different, the reasons why people work-place user behavior are also 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: what we give money for, why we give money for, how we give money for, and the promotional effects that get to us to give money for. The work-place of user behavior enables us to become more good, that is, wiser, user.

As marketers and future marketers, it is important for us to take in why and how individuals make their using up decisions, so that we can make better overall view marketing decisions. If marketers get through knowledge user behavior, they are able to say what will take place in the future how users are likely having a reaction to different knowledge-sorting and conditions of causes, and are able to form their marketing designs as in agreement. Without doubt, marketers who get through knowledge user behavior have great in competition more chances in the marketplace. Ludhiana is a greatly sized to do with industry great town in the north Indian state of Punjab

Ludhiana District is one of the 22 districts in the state of Punjab in north-west Republic of India.

Ludhiana great town which is part of the country headquarters is the middle part (of wheel) of industry in Punjab. The main industries are 2-wheeled machine parts and hosiery. Ludhiana is the biggest great town of the state. It has eight tehsils, seven sub-tehsils and twelve development gets in the way of. Getting things at store is something that everyone loves to do in their free time and Ludhiana being the middle part (of wheel) of industries and cloth, is the best-suited place for malls and multiplexes. There are quite a number of malls in Ludhiana but to make it simple, not hard for you, we have listed the top most visited getting things at store malls of Ludhiana that are a great inside to have special rights getting things at store, getting entertained and to dine in.

(Google) Malls in 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 shopping choice behavior of an important and viable segment of teen market called, "Later aged female teen". The results revealed that typical later aged female teen made right choice especially for clothing products. Finally the groups desire to stay and shop at the local mall seemed to be a function of the mall composition and excitement. Thapliyal (2012) aimed at evaluating the consumers' attitude towards nearby market, big bazaars and shopping malls and to analyze the related reasons age wise, education wise and 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. The study 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. A sample of 200 customers? and 50 retailers was selected through conveniencerrandom sampling.(Sangita Mohanty(2012)) studied in her paper titled " Drivers of retail shopping: An Exploratory study" consumers attitude towards nearby market, 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 might be to focus on present customers and build relationships by improving satisfaction management. The focus would then be on atmosphere, refreshments, convenience and performance of the store personnel.

On the other hand, if a mall is behind competitors and needs to increase sales and visit frequency, management should focus more on promotional activities and location aspects in terms 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 shopping malls.
- To study the consumer

- behavior at shopping malls with reference to gender, age, occupation and

- income.
- To analyse 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

- at malls in Ludhiana City.
- To find the expectation and perceptions of

- Consumer's desirable and wishful factors in future they want in

- mall. (Google) Research methodology Sources of data The objectives of the

- project are such that both primary and secondary data is required to achieve

- them, so both were used for the study.

(Google) Primary data Data to be collected for analysis from the customers of

mall is a structured questionnaire. (Google) Secondary data Some of the

data collected was also based on available information published in

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newspapers and industry journals, or that released by retail companies or shopping malls developers themselves via internet. (Google) Sampling technique For the purpose of the study 200 respondents from Fun Republic and Brooke field's shopping Malls has been selected applying Convenience Sampling method, since the population is infinite.

(Google) Analysis and interpretation This chapter deals with the analysis and interpretation of the study on with the sample size of 200 respondents from Ludhiana city. The collected facts have been categorized, tabulated with the following statistical measures for executing the objective of the study.

· Simple percentage analysis · Chi - square · Factor analysis  
Limitations of the study The following are the limitations of the study. · This study is restricted only to Ludhiana city so the result may not be applicable to other areas. · The finding of the study depends on the respondents' attitude.