

Marketing strategies of selected malls in Gwalior Region

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Abstract

In consumer driven economy where new retail formats are developing at a fast pace in India, there stays a need among Indian businesses to understand the behaviour of consumers and to design marketing strategies for attracting consumers. In this research paper, an attempt has been made by the researcher to fill these gaps, thereby investigating the marketing strategies of selected malls in Gwalior region. The study was descriptive and empirical in nature. Convenience sampling method is adopted for collecting data from respondents. Sample size is 160 respondents and data collected from promoters of shopping mall and dealers operating in the shopping malls in Gwalior region. Multiple regressions is applied to test the hypotheses. The result of the study shows that marketing mix factors is having positive impact on customer satisfaction.

Keyword: Marketing Strategies, Malls, Marketing Mix, Retailers, Consumer.

Introduction

The entry of worldwide players and global value the board firms into the segment focuses to the plenitude of eagerness and certainty that the financial specialists have towards the potential and possibilities of the segment in the years to come. The interest for business space for composed retailing is required to arrive at 200 million sq. ft. by 2020. The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space. Indian Retail Industry has immense potential as India has the second largest population with affluent middle class, rapid urbanization and solid growth of internet. India is expected to become the world's fastest growing e-commerce market, driven by robust investment in the sector and rapid increase in the number of internet users. Various agencies

have high expectations about growth of Indian e-commerce markets. Indian e-commerce sales are expected to reach US\$ 120 billion by 2020.

Shopping Mall

“A shopping mall (or simply mall), shopping center, or shopping arcade is a building or set of buildings that contain stores, and has interconnecting walkways enabling visitors to easily walk from store to store. The walkways may or may not be enclosed.”

Types of Malls

Following are the different types of malls.

- (i) **Regional Malls:** It is typically larger than 400,000 square feet to 800,000 square feet gross leasable area with at least two anchors and offers a wider selection of stores.
- (ii) **Super regional malls:** This is a mall which is almost similar to a regional mall, but it is larger in size than a regional mall. It has more anchor stores, a deeper selection of Merchandise and draws from a larger population base.
- (iii) **Outlet Malls:** An outlet mall or outlet center is a type of shopping mall in which manufacturers sell their products directly to the public through their own stores.
- (iv) **Vertical Malls:** Vertical Malls are the malls typically multistory building. The vertical mall is common due to the high land price in densely populated and the higher yield on retail property.
- (v) **Lifestyle Centers:** Lifestyle Center is new designated that has a loose definition. Generally, it's a center that does not have an anchor tenant in the classic sense that is, department store. Lifestyle centers have a cinema as a major tenant.

(vi) **Dead Malls:** The dead malls are those which have failed to attract new business and often set unused for many years until restored or demolished. Interesting example of architecture and urban design, these structures often attract people who explore and photograph them.

(vii) **Outlet Mall:** Outlet Mall is a type of Shopping Mall in which manufacturers sell their products directly to the public through their own branded stores.

(viii) **Luxury Malls:** Luxury Mall is mall which only house luxury brands. The mall in India luxury malls have been planned to be built soon, most of the tenants are expected to be the best brands in the world such as France's Louis Vitton, Greece Dunhill Fendi and Omega.

Marketing

Marketing is a combination of product, price, distribution and marketing communications; by understanding these aspects a company can make organisational marketing decisions. It can also be considered as a leadership style, whose goal is to accomplish customer needs and requirements by using an appropriate marketing mix. The marketing strategies can set a certain direction for the entire company's policy. The main tools for the company to influence its customers through marketing actions are selecting the right products, pricing, delivery channels and marketing communications tools. (Anttila & Iltanen 2001).

Review of Literature

Malliswari, M. (2007) indicated that Indian consumer is now sowing the seeds for an exciting retail transformation that he already started bringing in larger interest from international brands/formats. With the advent of these players, the race is on to please the Indian customer and it's time for the Indian customer sits back and enjoys the hospitality to be integrated like a king.

Surbhi Khosla (2009) in his paper entitled "Understanding Retail Sector in India: A Journey from Ancient to Modern Era" has featured the various organizations of retailing in India and furthermore portrayed the ongoing patterns in retailing in India. The creator holds the view with respect to the huge organizations retail outlets that the stimulation factor being exceptionally high have a more possibility of being effective than different arrangements and outlets.

Smriti Srivastava, (2012) in the study "Marketing strategies adopted by retailers in retail store" Marketing strategy involves careful scanning of the internal and external environmental factors

which are summarized in a SWOT analysis. Internal environmental factors include the marketing mix, plus performance analysis and strategic constraints & external environmental factors include customer analysis, competitor analysis, target market analysis, as well as evaluation of any elements of the technological, economic, cultural or political/legal environment likely to impact success. A key component of marketing strategy is often to keep marketing in line with a company's overarching mission statements. Once a thorough environmental scan is complete, a strategic plan can be constructed to identify business alternatives, establish challenging goals, and determine the optimal marketing mix to attain these goals, and detail implementation & finally controlling the overall system.

Dr. Archana Chanuvai Narahari & Dhiman Kuvad (2017). In this scenario, the current study aims at analyzing the purchasing behavior of 'shopping mall customers' in Bhavnagar, Gujarat. To understand the purchasing behavior of customers who visit shopping malls. This study is a quantitative analysis. Survey method is implemented in three popular shopping malls of Bhavnagar. They are Himalaya Shopping Mall, K-Mart and ABM Mall. Out of three malls, the Himalaya Mall is quite big and busy with floating population. The sample size is 100, and care has been taken that there is equal representation of gender i.e., 50 male respondents and 50 female respondents. Purposive random sampling method has been adopted which means purposively three malls are selected in Bhavnagar, and then randomly picked the respondents who visit malls for the survey. As the study is on overall purchasing behavior of shopping mall customers" in Bhavnagar, the questions are not addressed targeting any mall in particular, and not compared. The study predominantly proves that the Bhavnagar customers are quite happy with overall shopping mall experience and absolutely comfortable as they consider it as "One-Stop Shop" for wide range of products and brands. The value they get for money they spend in malls is considerably good. Bhavnagar shopping malls scored good marks with regard to services like overall ambience, AC, cleanliness, parking facility, guidance of staff, sanitary/ toilet facilities etc. However, regarding the safety measure, there is huge dearth of awareness among customers.

Objectives of the Research Studies

To study the present position of Malls in Gwalior Region.

To analyze the marketing strategies adopted by the shopping mall developers/ managers in Gwalior region.

Hypotheses of Study

- H01: There is no significant impact of product on customer satisfaction.
- H02: There is no significant impact of price on customer satisfaction. .
- H03: There is no significant impact of place on customer satisfaction.
- H04: There is no significant impact of promotion on customer satisfaction.
- H05: There is no significant impact of process on customer satisfaction.
- H06: There is no significant impact of people on customer satisfaction.
- H07: There is no significant impact of physical environment on customer satisfaction.

Research Methodology

The study was descriptive and empirical in nature. Primary data is used for research. The sample will be collected from owners or managers of those malls, and the dealers operating in the shopping mall and should have spent more than one year in the industry.

Sampling Technique

Convenience sampling method is adopted for collecting data from respondents.

Population

The target population for this research is collected from Gwalior Region of Madhya Pradesh state. The study will be based on the data collected from promoters of shopping mall and dealers operating in the shopping malls in Gwalior region. There totally 200 questionnaires were printed and distributed to the respondents directly, with assumption that respondents may fill the

questionnaire casually which will result in error. As expected 160 questionnaires were filled correctly, which were found useable and surveys are valid and being collected, which is 80% response rate over the whole survey. Sample size was 160

Questionnaire

Structured questionnaires were prepared for the study and it was prepared by studying various past studies undertaken by researchers. The questionnaire is divided into two parts. In first section, questionnaire is related to demographics include gender, age, marital status, educational qualification, income, work experience. In the second part of questionnaire, various variables related to the marketing strategies were included. The variables are measured on five point Likert scale where 1= strongly disagree and 5= strongly agree. A pre-test on 100 customers were conducted to finalize various questions for questionnaire. Reliability test were conducted on the questionnaire. The values of Cronbach's alpha were found more than .70. Therefore, research scales was considered reliable and the questionnaire were prepared for final study.

Data Analysis

Collected data was analyzed with the help of different statistical calculations using SPSS software. Statistical package for social science (SPSS) version 23.0 for windows seven was used for data analysis and Multiple Regression is applied for hypotheses testing.

Table No. 1. Demographic Analysis

GENDER	MALE	112	70
	FEMALE	48	30
AGE	20 Years-30 Years	80	50
	31 Years-40 Years	56	35
	41 Years-50 Years	16	10
	Above 51 Years	8	5
MARITAL STATUS	Single	96	60

	Married	64	40
QUALIFICATION	HIGH SCHOOL	16	10
	GRADUATION	48	30
	POST GRADUATION	64	40
	OTHERS	32	20
OCCUPATION	STUDENT	32	20
	PRIVATE EMPLOYEE	48	30
	GOVT EMPLOYEE	40	25
	HOUSE WIFE	24	15
INCOME	0-20000	32	20
	21000-30000	40	25
	31000-40000	56	35
	41000 and above	32	20

The outcome from the above table shows that in this gathering larger part of the male respondents are 112 represented 70 % of absolute respondents. The rest are 48 female respondents, which accounted 30 % of complete respondents,

Major portion of the respondents is single 96 represented 60 % of total respondents. The rest are married respondents which accounted 40 % of all out respondents,

The age was separated into four classes which are 20-30 years, 31-40 years, 41-50 years or more 51 years. The above table shows that most of the respondents were age group of 20-30 years 80 (50 %) followed by age group 31-40 years 56 (35%), 41-50 years 16 (10%) and others 8 (5%).

The occupation was divided into four categories which are student, Govt. employee, private employee and house wife. The above table shows that the majority of the respondents were private employee 48 (30.0%) followed by Govt. employee 40 (25%), student 32 (20.0%) and house wife 24 (15%).

Income was divided into 4 choices. The frequency analysis results from the above table shows that majority of the respondents were having income 31000-40000 56 (35.0%), followed by 21000-30000 40 (25.0%), 0-20000 32 (20.0%) and 41000 and above 32 (20%), respectively.

Table No. 2 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
.881	.891	41

Cronbach's Alpha Reliability Test was carried out to check the reliability of the questionnaire. If the value of reliability test is found to be more than 0.7 the questionnaire is considered as reliable. Reliability coefficient values were .881 that ascertains the significant reliability of the questionnaire. Therefore the questionnaire is ready to use for study.

Multiple Regression Analysis

Multiple Regressions is applied to find out the impact of marketing mix factors on customer satisfaction.

Table No. 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.854 ^a	.729	.725	1.43534	2.459

a. Predictors: (Constant), Product, Price, Place, promotion, Process, People, Physical Environment

b. Dependent Variable: Customer Satisfaction

Table No. 4 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3163.316	7	451.902	219.350	.000
Residual	1178.427	572	2.060		
Total	4341.743	579			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Product, Price, Place, Promotion, Process, People, Physical Environment

Table No. 5 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-2.162	.830		-2.605	.009		
Product	.087	.017	.140	5.173	.000	.651	1.537
Price	.254	.032	.254	7.873	.000	.458	2.185
Place	.290	.047	.269	3.188	.000	.952	1.051
Promotion	.095	.026	.136	1.291	.001	.962	1.039
Process	.405	.042	.390	9.574	.000	.286	3.497
People	.033	.022	.146	2.466	.003	.481	2.077
Physical Environment	.621	.019	.874	32.465	.000	.655	1.526

a. Dependent Variable: Customer Satisfaction

The Result of Model Summary indicated through R square value which was found to be 0.729, indicates that the independent variables (product, price, place, promotion, process, people and physical environment) have 72.9% variance on customer satisfaction.

The goodness of fit for the model was tested using ANOVA and the F value was found to be 219.350 which were significant at 0.0% level of significance and Durbin Watson value was 2.459, indicating that the model is showing highly fit.

The significance of beta is tested using T-test and values for model are 5.173, 7.873, 3.188, 1.291, 9.574, 2.466 and 32.465 which is significant at 0% level of significance indicating strong positive relationship between product, price, place, promotion, process, people and physical environment and customer satisfaction. In this case hypotheses **(H01 to H07)** were rejected and indicate that the independent variables have significant impact on dependent variable.

Conclusion

This study concluded with the fact that marketing mix factors is having significant impact on customer satisfaction in Malls. A well-planned and implemented marketing strategy is critical for the success of a shopping mall. Hence a strategy is to be designed carefully by mall operators and dealers. Even a very well designed mall constructed with good aesthetics can be a failure if their customer is not satisfied. Design and aesthetics of a mall are not sufficient for customer satisfaction; focus should be given to marketing strategy of mall. The study shows that physical environment is the most important factor of the marketing mix so the mall developers should focus on physical appearance of the mall.

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