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IMPACT OF PROMOTIONAL ACTIVITIES ON CONSUMER'S BEHAVIOUR AT SHOPPING MALLS WITH SPECIAL REFERENCE TO CHENNAI

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ABSTRACT

The field of sales promotion or promotional activities are given due importance and large budgets are allocated for its use. Understanding how consumers respond to promotions is very vital in developing effective strategies for sales promotion. A shopping mall is a building or set of buildings which contain retail units with interconnected walkways enabling the customers to move from one unit or another. In India, there are three categories of malls- Value malls, Value cum-lifestyle malls and Lifestyle malls. 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 malls through image communication and stimulate merchandise purchase. This 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 which influence consumer while deciding to visit a particular mall.

KEYWORDS

Customer, Promotional offers, Sales promotion, Shopping malls, Strategies.

INTRODUCTION

In the present competitive world, if any business organization has to survive it needs to keep an eye on various forces operating in the market. Moreover competitors constantly try to win others. In this scenario, every business organization needs to monitor the changes taking place in the market place so that they are not trapped. Market research is an efficiency tool in the hands of the marketer that helps them to bring changes in the business. The concept of shopping has been altered with the advent of shopping malls. Consumers now-a-days prefer comfort and suitability which the shopping malls cater to, and so this type of shopping has been popular throughout the world. The inclusion of amenities like restaurants, multiplexes, and car parks attract more and more crowds to shopping malls, that are considered hangout zones. In India, the emergence of shopping malls has mostly altered the lifestyle of the consumers. With the growth in income, changing attitudes, and also the demographic patterns favour the emergence of shopping malls. The Industry is rated as the fifth most attractive emerging retail market. With the organized retail segment growing at the rate of 25-30% per annum revenues from the sector is US \$ 400 billion in 2014.

REVIEW OF LITERATURE

TAUBER (1972), in his study "A study on the personal shopping motivations" deals with the need for social experiences outside the home, communication with others having the same interest, peer group attraction, status and authority and pleasure of bargaining were included in the category of social shopping motivations.

KOTLER (1983), in his study "Sales promotion consists of a diverse collection of incentive tools, mostly short-term designed to stimulate quicker and / or greater purchase of a particular product by consumers or the trade" it deals with giving the users as free coupons upon buying every products get considerable discount on the next purchase with certainly bind your consumers with your products and it will switch on a new brand, even if it being highly competitive.

LEE ADLER (1983), made a study on "A study on the influence of the online promotions", now-a-days, one can't ignore the issue of increasingly sales promotional activities online. The valuable component of dot.com operation, coupons and other type of promotions have important role in driving traffic to the website and in overall company's operations.

LEVY (1983), in his study "Sales promotion is the direct inducement or incentive to the sales force, the distributor or the consumer with the primary objective of creating and immediate sale" deals with all marketing activities that attempt to stimulate to quick buyer action or attempt to promote immediate sales of product.

GUY (1990), in his paper on "Consumer satisfaction towards shopping malls" that the consumers today have a growing choice of shopping destination which includes freestanding, stores, retail parks, malls, specialty and festival centre and ancillary retailing as well as increasing variety of home shopping by mail and television.

HARDY (1992), in his study "Consumer satisfaction towards shopping centre" since the early 1992 the need for effective marketing of shopping centre has been brought into sharp focus. However many studies have pointed out the noticeable lack of marketing orientation among shopping centres.

STATEMENT OF THE PROBLEM

In this competitive world, retailing industry has more brands in the battlefield facing stiff competition in every segments targeted. Every brand is facing stiff competition to retain in the market.

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

OBJECTIVES OF THE STUDY

1. To study the motives of people visiting different shopping malls.
2. To study the impact of promotional strategies on consumer buying behaviour.
3. To study the factors influencing the customer to purchase the products in shopping malls.

METHODOLOGY

The present study is a descriptive study undertaken in Chennai city. This study is based on the data collected in form of structured questionnaire from 150 respondents. The data collected were analysed by using SPSS package. The statistical tools used were percentage method and chi square test. The hypothesis testing was done using chi square analysis at 5% level of significance.

DATA ANALYSIS AND INTERPRETATION

The respondents were categorised on the basis of age, gender, occupation and the monthly income, the results of which are as follows:

TABLE 1: AGE DISTRIBUTION

Age (in years)	Frequency	Percentage
Below 20 years	32	21.33
20-30 years	63	42
30-40 years	30	20
Above 40 years	25	16.67
Total	150	100

Source: Primary data

It is observed from the table that majority 42% of the respondents are in the age group of 20-30 years.

TABLE 2: GENDER DISTRIBUTION

Gender	Frequency	Percentage
Male	54	36
Female	96	64
Total	150	100

Source: Primary data

It is observed that majority 64% of the respondents are female.

TABLE 3: OCCUPATION DISTRIBUTION

Occupation	Frequency	Percentage
Business	38	25.33
Profession	30	20
Home maker	21	14
Employee	29	19.33
Others	32	21.34
Total	150	100

Source: Primary data

The table depicts that majority 25.33% of the respondents are business people, 20% are Professionals.

TABLE 4: MONTHLY INCOME DISTRIBUTION

Monthly income	Frequency	Percentage
Below Rs.10000	30	20
Rs.10000-Rs.20000	34	22.67
Rs.20000-Rs.30000	41	27.33
Above Rs.30000	45	30
Total	150	100

Source: Primary data

The table shows that 30% of the respondents were in the monthly income group of Rs.30000 and above.

For the purpose of the study, the respondents opinion about the source of information, reason for preferring the shopping malls, awareness of the promotional activities at the shopping malls, impressing activities in the shopping malls, opinion about the frequency of visiting the shopping malls, opinion about the purpose of purchasing at shopping malls, products purchased most at the shopping malls, price of products at shopping malls and opinion about the facilities expected at shopping malls were analysed.

TABLE 5: SOURCES OF INFORMATION

Source of information	No. of respondents	Percentage
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
Total	150	100

The table shows that majority 24.67% of the respondents got the information about the shopping malls from their friends and relatives, 19.33% through advertisement and the least 8.67% through magazines.

TABLE 6: REASON FOR PREFERRING SHOPPING MALLS

Preference for shopping malls	No. of respondents	Percentage
Availability of adequate stock	35	23.33
Offers and discounts	44	29.33
Convenience of location and timing	33	22
Variety of products	38	25.34
Total	150	100

Majority 29.33% of the respondents are preferring shopping malls due to availability of adequate offers and discounts, 23.33% due to availability of adequate stock, 25.34% of the respondents prefer shopping malls due to availability of variety of products and remaining 22% due to convenience of location and timing.

TABLE 7: AWARENESS ABOUT THE PROMOTIONAL ACTIVITIES AT THE SHOPPING MALLS

Awareness	No. of respondents	Percentage
Yes	118	78.67
No	32	21.33
Total	150	100

Majority 78.69% of the respondents are aware about the promotional activities at the shopping malls.

TABLE 8: IMPRESSING ACTIVITIES IN THE SHOPPING MALLS

Activities	No. of respondents	Percentage
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
Total	150	100

Source: Primary data

Majority 22.67% of the respondents were impressed by the fun games followed by sounds and lightening 19.33%

TABLE 9: FREQUENCY OF VISITING THE SHOPPING MALLS

Frequency of visit	No. of respondents	Percentage
Once in a week	26	17.33
Twice in a week	57	38
Once in every 15 days	28	18.67
Once in a month	39	26
Total	150	100

Source: Primary data

The table shows that majority 38% of the respondent visit the mall twice in a week and 17.33% of the respondent visit the mall once in a week.

TABLE 10: PURPOSE OF PURCHASE

Purpose of purchase	No. of respondents	Percentage
Personal usage/consumption	86	57.33%
Gifts	64	42.67%

Source: Primary data

The table represents that 57.33% of the respondents were purchasing from shopping malls for personal use and remaining 42.67% were purchasing for offering gifts.

TABLE 11: PRODUCTS MOSTLY PURCHASED AT SHOPPING MALL

Products	No. of respondents	Percentage
Grocery	27	18
Clothes	50	33.33
Electronic items	28	18.67
Cosmetics	25	16.67
Others	20	13.33
Total	150	100

Source: Primary data

The table represents that majority 33.33% of the respondents mostly purchase clothes at shopping malls followed by 18.67% electronics items.

FINDINGS

Null Hypothesis: There is no significant relationship between gender and the level of satisfaction with regard to price of products in the Shopping mall. The calculated value is 2.9829 at 5% level of significance with degree of freedom 2. Since the calculated value is less than table value 5.991, the null hypothesis is accepted. Hence there is no significant relationship between gender and level of satisfaction with regard to price of products in the shopping malls.

Null Hypothesis: There is no significant relationship between gender and the level of satisfaction with regard to quality of products in the shopping malls. The calculated value is 3.5 at 5% level of significance with degree of freedom 6. Since the calculated value is less than table value 12.6, the null hypothesis is accepted. Hence there is no significant relationship between gender and level of satisfaction with regard to quality of products in the shopping malls.

Null Hypothesis: There is no significant relationship between facility and the level of satisfaction with regard to Promotional offers. The calculated value is 7.195 at 5% level of significance with degree of freedom 6. Since the calculated value is less than table value 9.49, the null hypothesis is accepted. Hence there is no significant relationship between facility and level of satisfaction with regard to Promotional offers.

LIMITATIONS

- This study is restricted to Chennai city only. Therefore the results may not be applicable to other areas.
- Only 150 respondents were selected for the study. So the result may vary if more respondents are included.
- The findings of the study depend upon the responses given by the sample respondents.

CONCLUSION

After looking into the above data, the researcher has come to a conclusion that presently there are considerable increases of shopping malls in all the metros cities, small towns and large section of middle class, upper class people are shopping for 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 for choosing brands, scope of promoting sales and enhancing brand image, availability of ample space for car parking. These shopping malls use the promotional sales as a tool to lead the first time users by offering price reduction, sales coupon and guarantees for increasing the repeated purchase from the existing and new customers.

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