

A STUDY ON IMPACT OF THE PROMOTIONAL ACTIVITIES ON CONSUMER BEHAVIOUR TOWARDS SHOPPING MALL WITH SPECIAL REFERENCE TO COIMBATORE

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ABSTRACT

Shopping malls are increasingly competitive environment characterized by over capacity and declining customers where the promotional activities of the mall. Being increased used to differentiate the mall through image communication, increase visits on the use of marketing tools and measuring their effectiveness in the shopping malls. The study is to analysis the objective of identifying and analyzing the promotional offers offered by the malls to attract more customers and other key factors and attributes. The result shows there has been a significant impact by promotional activities of shopping malls in influencing the consumers' buying behavior.

Keywords: Shopping Malls, Consumers' Buying Behaviour and Promotional Activities.

INTRODUCTION

Promotion is a marketing tool, used as a strategy to communicate between the sellers and buyers. Through this, the seller tries to influence and convince the buyers to buy their products or services. Promotion is a fundamental component of promotion of a product is important to help companies improve their sales because customers reaction towards discounts and offers are impulsive. In other words, promotion is a marketing tool that involves enlightening the customers about the goods and services offered. Shopping mall is a huge building or group of buildings that contain various stores and other business establishments solely sells various products, brands in retailing mode. If it is a collection of multiple stores, they are connected by walkways so that consumers can easily walk and shop between the stores

STATEMENT OF PROBLEM

In this study consumer buying behavior has the greater importance for the retailers, which helps them to find the needs and wants of the consumers. Buying behavior will vary from one consumer to another consumer based on the offers that are provided. A study with promotional activities of mall and also increase the consumer to buy the products from the shopping mall.

SCOPE OF THE STUDY

The study will determine the general characteristics of the buying pattern of the consumer, how they spend to purchase the products, what made them to become the loyal consumer. Finally, the intention the study will determine the buying behavior pattern has made the consumer to purchase the shopping malls.

OBJECTIVE OF THE STUDY

- To measures the level of satisfaction regarding shopping mall.
- To study the impact of promotional strategies on consumer behavior.
- To offer suggestion to retailers to maximize the services to the customer at shopping mall.

RESEARCH METHODOLOGY

RESEARCH DESGIN

A convenient sampling techniques tool was adopted for data collection.

DATA COLLECTION

Both primary and secondary data were used.

- ☐ **PRIMARY SOURCE**

Primary data is the data which is collected for the first time .It is original data, for the purpose of primary data .questionnaire was filled by the respondents.

- ☐ **SECONDARY SOURCE**

The secondary data was collected from articles, journals and websites.

AREA OF THE STUDY

The study is conducted only in Coimbatore city.

TOOLS USED

- ☐ Percentage analysis.
- ☐ Likert analysis.
- ☐ Ranking analysis.

REVIEW OF THE LITERATURE

Kajal vadhrya (2019) “a study of buying behaviour of customers in shopping malls of mumbai region”

The Indian retail industry is divided into organized and unorganized sectors. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax. These include the corporate backed hypermarkets and retail chains and also the privately owned large retail businesses. Unorganized retailing, on the other hand refers to traditional formats of low cost retailing.

Pankaj Kumar, sunil kumar Yadav(2019) "Customer Behaviour towards shopping hall” points that the retail sector in Indian has seen a drastic transformation and rapid growth since the last decade in their work. A study in Bhilai". They further mentioned that the Organized retail sector is growing at rapid speed; more jobs are being created, town plans are getting modernized, and thus the consumer behaviour too. While the transition is happening at global level in various forms, the shopping behaviour of consumer is also likely to change with the growing Choices and trends. Shopping in malls has become a major leisure activity. The main aim of the study is analyzing the purchasing behaviour of shopping mall customers' in Bhilai, Chhattisgarh.

Dr.P.Parimaladevi ,Loganayaki (2014) ,in their study “ A Study on impact of promotional strategies on consumer buying behaviour to shopping mall” has mentioned that shopping malls are operating in an increasingly competitive environment characterized by overcapacity and declining customers where the promotional activities of the mall are increasing. The objective of the study was to identify and analysis 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

ANALYSIS AND INTERPRETATION

TABLE 1
TABLE SHOWING AMOUNT TO BE SPENT OF
THE RESPONDENTS

S.NO	AMOUNT TO BE SPENT	NO. OF THE RESPONENTES	PERCENTAGE(%)
1	Less than 1k	27	22.5
2	1k-2k	56	46.67
3	2k-3k	33	27.5
4	More than 3k	4	3.33
	TOTAL	120	100%

Source: Primary Data

INTERPRETATIOIN

The above table no 4.1.11 reveals that 22.5% of the respondents are spent less than 1k, 46.67% of the respondents are spent 1k-2k , 27.5% of the respondents are spent 2k-3k and 3.33% of the respondents are more than 4k .

INFERENCE

Maximum 46.67% of the respondents are spent 1k-2k.

TABLE 2
TABLE SHOWING PROMOTIONAL ACTIVITIES
OFFERED OF THE RESPONDENTS

S.NO	PROMOTIONAL ACTIVIES OFFERED	NO.OF THE RESPONENTS	PERCENTAGE %
1	Fun Games	51	42.5
2	Sounding and Lighting	21	17.5
3	Fashion show	27	22.5
4	Reality show	9	7.5
5	Media Advertisement	75	10
	TOTAL	120	100%

Source: Primary Data

INTERPRETATION

The above table no 4.1.13 reveals that 42.5% of the respondents are Fun Games, 17.5% of the respondents are Sound and lighting, 22.5% of the respondents are Fashion Shows , 7.5% of the respondents are Reality Shows and Media Advertisement.

INFERENCE

Maximum 42.5% of the respondents selected Fun Games.

TABLE 3
TABLE SHOWING DISCOUNT OFFERED OF THE
RESPONDENTS

S.NO	DISCOUNT OFFERED	NO.OF THE RESPONENTS	PERCENTAGE %
1	BUY 1 GET 1	30	25
2	COUPONS	54	45
3	50% DISCOUNT	24	20
4	SEASONAL DISCOUNT	12	10
	TOTAL	120	100

Source: Primary Data

INTERPRETATION

The above table no 4.1.14 reveals that 25% of the respondents are Buy 1 Get 1, 45% of the respondents are Coupons, 20% of the respondents are 10% Discount and 26% of the respondents are Seasonal Discount.

INFERENCE

Maximum of the 45% respondents says coupons.

TABLE 4

**TABLE SHOWING THAT SATISFACTION LEVEL OF THE RESPONDENTS
(Discount & Scheme)**

FACTOR	NO. OF THE RESPONENTS	LIKERT SCALE VALUE	TOTAL
HIGHLY SATISFIED	12	3	36
SATISFIED	66	2	132
NOT SATISFIED	42	1	42
TOTAL	120		210

$$\text{Likert scale} = \sum Fx / \text{No.of.Respondents}$$

$$= 210/120$$

$$= 1.75$$

INTERPRETATION:

The above table shows that level of satisfaction regarding Discount & Scheme in shopping the mall.

Likert scale value is which is equal to mid value (2), so the consumer is satisfied with discount.

TABLE 5
TABLE SHOWING THAT BASED ON THE RESPONDENTS EXPERIENCE

FACTORS	I	II	III	IV	V	TOTAL	RANK
HIGH COST	29(5)	14(4)	12(3)	13(2)	12(1)	275	I
CROWD	14(5)	24(4)	19(3)	12(2)	11(1)	258	II
SERVICE	9(5)	15(4)	25(3)	14(2)	17(1)	225	IV
PAYMENT ISSUE	14(5)	12(4)	16(3)	26(2)	12(1)	230	III
LIMITED OFFERS	15(5)	12(4)	15(3)	13(2)	25(1)	219	V

INTERPRETATION:

The table 4.3.1 shows that out of 120 respondents, High Cost is in the Rank I, Crowd in the Rank II, Payment Issues is in the Rank III, Service is in the Rank IV, Limited offers is the Rank V.

INFERENCE

High Cost is in the Rank I based on the respondents experience on shopping mall.

FINDINGS, SUGESSTION AND CONCLUSION

FINDINGS

- 46.67% of the respondents are spent 1k-2k.
- 42.5% of the respondents selected Fun Games.
- 45% respondents says coupons.
- 1.75 which is equal to mid value (2), so the consumer is Satisfied with discount & Scheme of the shopping mall.
- High Cost is in the Rank I based on the respondents experience on shopping mall.

SUGGESTION

- Promotional activities should held in weekends to avoid crowd.
- Mall should catch up new trends to create more attention.
- Low cost products should be kept in mall to buy all level of people.

CONCLUSION

Shopping malls has been playing important role of every consumers, where they used to purchase the products in a single place called shopping mall. Multi shops with multi brand facilities are available in the shopping mall. Availability of the products has to satisfy the consumers, which makes them to repurchase the product. Shopping malls has to focus on the consumer expectations and that has to be satisfied by considering the price, offers, vouchers etc,. Buying behaviour of the consumer will vary from one consumer to another consume. According to that the mall has to create the effective marketing strategy and effective advertisement to attract more customers that may influence buying behaviour of consumers.