RETAIL OUTLET MAPPING OF RETAIL STORE AND SHOPPING MALLS WITH SPECIAL REFERENCE TO SELECTED MALLS IN COIMBATORE CITY

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Abstract:

The Indian retail sector is booming and mall growth is being seen as a clear indicator of the economic prosperity in the nation. These shopping-cum-entertainment destinations are getting bigger and better and attracting shoppers mainly with sporting multiplexes and food courts. In today's rapidly changing and digitally connected world, customers are more value conscious while making purchase decisions Brookfield, Fun mall, Prozone. The objectives of study to find out the determinants of positioning of malls and to find out the perceptions of shoppers regarding the positioning of various malls. Perception on retailer shopping questionnaire method to collect the data for this research 150 respondents were taken for the study using convenient sampling for analyzing the data sample percentage method is apply the major findings of study and suitable suggestion are presented in this article.

IndexTerms:Retail,Marketing,Shopping -

I. INTRODUCTION

Retail marketing has undergone a sea change in the last couple of years. In a market where brands are proliferating, shelf space getting rare and the customers multiplying, it has become imperative to assess whether the sales team and distribution network cover all the outlets in the city in an effective manner.

The Indian retail experience has gone beyond the traditional brick–and-mortar store and includes numerous touch points such as online stores, social networks, call centers, etc. Changing economic dynamics, diverse choices in products and services, numerous shopping formats and unparalleled access to information has empowered customers to expect more from their retail experience. The recent economic downturn has taught discipline to the customers. In today's rapidly changing and digitally connected world, customers are more value conscious while making purchase decisions.

SCOPE OF STUDY

Identifying the factors influencing mall positioning. Five main constructs which influence mall positioning have been identified. As these constructs are not easily measurable, 3 or more measurable variables which explain each of the constructs were also identified and related to the constructs. Literature has been reviewed to find support for the relationship between the constructs and the explaining variables. Industry experts have been consulted to confirm the relationships.

Positioning of the malls selected for study was visually represented on perceptual maps with the help of multidimensional scaling. With this representation, it was possible to know whether mall developers have achieved their intended objectives related to shopper perceptions. This is important because shopper perceptions influence shopper satisfaction with the malls which in turn influences shopper mall patronage as found in this research.

STATEMENT OF THE PROBLEM

In this competitive world, we can see many problems in marketing of any product or service. Some problems can be solved, but so many problems may not be solved. India is a developing country and retail marketing is an important one to develop a country's economy. Retailers, who are the connecting link between the producer and consumer, face many problems to market their products from various dimensions and many causes behind this. At present the customers are also more dynamic. The customers have certain expectations from the items they purchase such as its quality, price, good services etc. Hence, there is a need for a research work in the field of problems of retail marketing in the point of view of retailers and customers as well

OBJECTIVES OF THE STUDY

- ❖ To find out the determinants of positioning of malls.
- ❖ To find out the influence of positioning a mall on shopper satisfaction.
- ❖ To find out the perceptions of shoppers regarding the positioning of various malls

REVIEW OF LITERATURE

Research dealing with shopping malls' and or hypermarkets' attributes, especially in the Indian context, is very less in number. Not many studies have empirically analyzed the influence of an assortment of attributes on buying behavior in shopping arcades and malls and customers' shopping experiences. Mostly the researches undertaken so far have been taken from the foreign experiences, as they have come of age in the US, UK and European markets. An earnest attempt has been made to delve into the relevant researches done on the theme, presented henceforth as follows:

Brunner and Mason (1968) investigated the importance of driving time upon the preferences of consumers towards regional shopping centers. They expressed that although it is recognized that population, purchasing power, population density, newspaper circulation, and other factors are influential in determining the shopping habits of consumers, a factor which is generally overlooked is the driving time required to reach the center. In this study, it was established that the driving time required to reach a center is highly influential in determining consumer shopping center preferences.

RESEARCH METHODOLOGY

The data required for the study have been collected through questionnaire. Question related through the personal profile and perceptions of respondents towards retail outlet mapping of retail store and shopping ma**ls** are included in the questionnaire.

Sample size and Data collection:

The study is concerned with the mall shoppers. About 150 respondents of mall shoppers in Coimbatore are included in the in the sample out of which 148 respondents' questionnaires which are completed fully are taken for the analysis. Convenience sampling method has been followed to choose the sample. The secondary data is collected from the journals Newspapers, Magazine and Retail Website that released by retail companies or shopping centre developers themselves via internet are incorporated as follows**:**

Statistical Tool Applied:

The statistical tools used for this study is simple percentage

Limitations of the study:

The drawbacks of the study are:

❖ The area of the study is limited to Coimbatore city

❖ There may be some positive and negative biases of the respondents. Shoppers may not have the patience to answer all the questions accurately.

❖ Consumers would like to portray themselves as trendy and elite and may not give their actual preference

## ANALYSIS AND INTERPRETATION

PREFER GOING TO SHOPPING MALLS
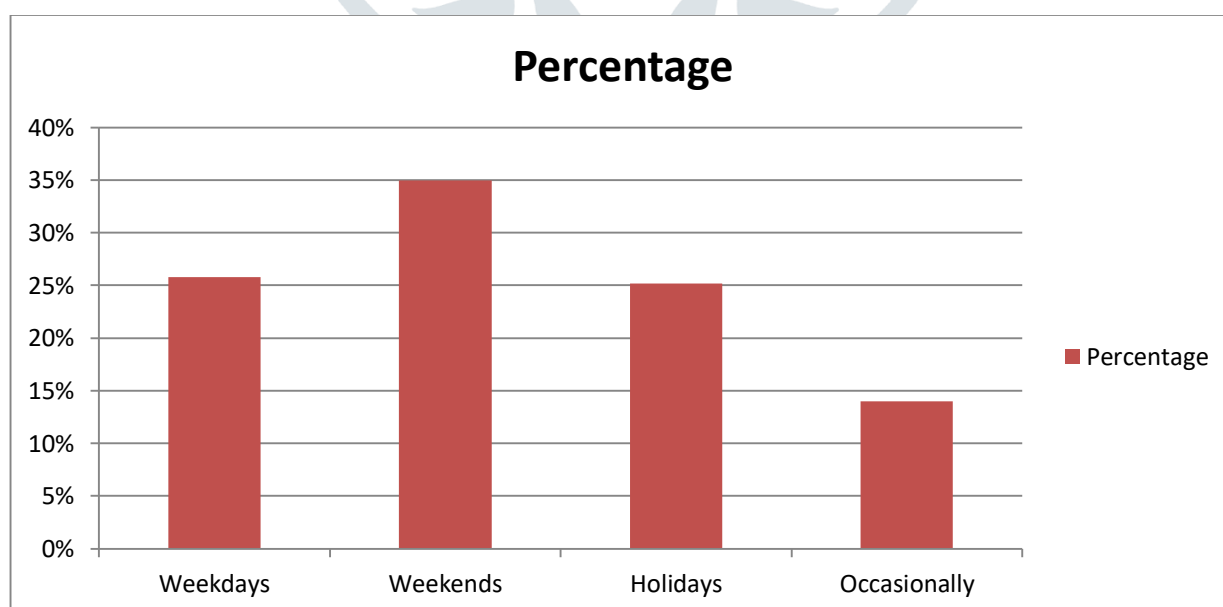
INTERPRETATION:

The above table shows prefer going to shopping mall. 26% of the respondents went weekdays, 35% of the respondents are going Weekends, and 25% of the respondents are going holidays and only14% of the respondents are going occasionally.

Majority (35%) of the respondents are going Weekends.

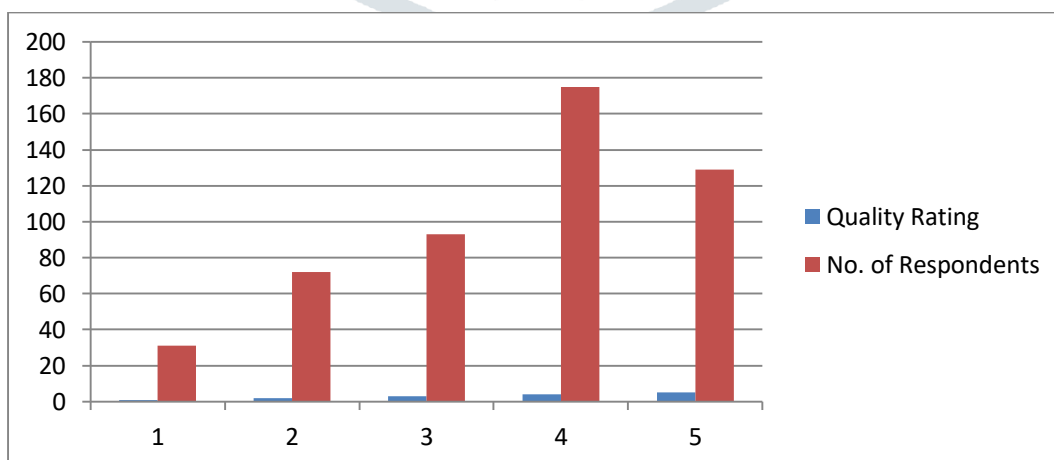### SPEND IN SHOPPING MALLS IN A SINGLE SHOPPING
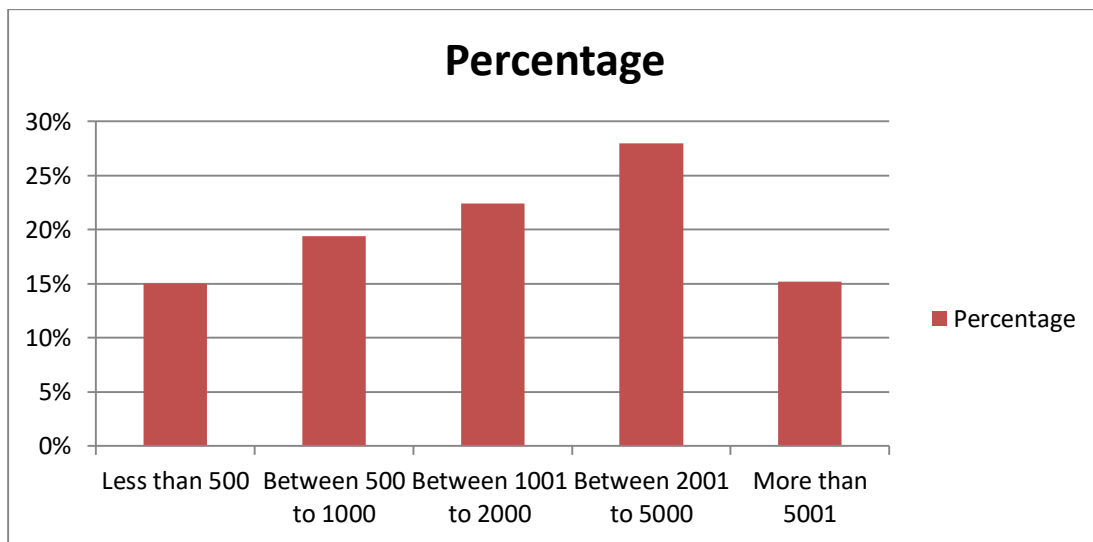
INTERPRETATION:

The above table shows that spend money in shopping mall in a single shopping.15% of the respondents spend less than 500,19% of the respondents are spend below 1000, and 22% of the respondents spend below 5000 and only 15% percent of the respondents are spend money above 5001.

Majority (28%) of the respondents are spending money in shopping mall in a single shopping.

RATE THE PRODUCT QUALITY IN SHOPPING MALLS OUT OF 5

INTERPRETATION:

The above table show that the rate the product out of 5. 6% of the respondents are given1 point for product quality, 14% of the respondents are 2 points for product quality, and 19% of the respondents3 points for product quality and 35% of the respondents are 4 points for product quality. 26% of the respondents are 5 points for product quality.

Majority (35%) of the respondents are given 4 Points for quality of the product.

FINDINGS OF THE STUDY

1. Majority (35%) of the respondents are going Weekends.

2. Majority (28%) of the respondents are spending money in shopping mall in a single shopping.

3. Majority (35%) of the respondents are given 4 Points for quality of the product.

SUGGESTIONS

Based on the analysis and interpretations, the research offers the suitable suggestions to improve the performance of retail malls among the urban customers. They are

➤ The mall are expecting the heavy purchase and concentrating only highly salaried persons, they should also give equal priority to all shoppers.

➤ Most of the shoppers are student's special teen age people, so they should give importance to all age group people by using some attraction methods, so they can improve the sales.

➤ Retailing mall shoppers want to shop convenient place, but the mall peoples only concentrate branded products they can also give equal priority to get all local food and grocery products. Hence, malls are advised to have more number of local formats.

➤ Today the mall shoppers are waiting in long queue in the counters. Hence, it is suggested can built more number of counters especially in holidays.

➤ This is perceived that Shoppers need more number of entertainment games for all time with different age groups people.

➤ Based on the wages, the mall employees are moving one to another shopping place, it is suggested that the employer should follow the standard time and wage scheme for that the regular customer can satisfy the practiced employees.

➤ To improve the sales it is suggest that all the offers should include in the advertisement time then it is easy for the shoppers while doing shopping. it is very important one to satisfy the customer.

CONCLUSION

Organized retailing in India has made its presence felt through many new formats like shopping malls, supermarkets, hypermarkets, department stores, discount stores, etc. Among all these formats shopping malls, supermarkets and department stores have been successful in Indian retail market.

Malls are an easy and convenient addition to society. With the presence of multiple stores in the same location, consumers can buy their material needs and wants without leaving the single overarching structure.

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