

ANALYSIS THE EFFECT OF INCOME ON PULL STRATEGY USED IN SHOPPING MALLS FOR ATTRACTING CUSTOMER (WITH SPECIAL REFERENCE TO MALLS IN INDORE CITY)

Prof. Harshita Maheshwari,
Guest lecturer
SOC, DAVV,
Indore

Dr. Rajendra Jain
Dean (FMS and Research)
Oriental University
Indore

Abstract: India's retail sector has undergone through many phases i.e. from 'Barter' to 'Hats' to 'Weekly Bazaars' to 'wholesalers' to 'retailers' and then to 'shopping malls'. It has completely undergone many changes and variations from physical structures to availability of products and preference of customers to their purchasing power parity. Mall represents the collection of large number of stores where they get everything they required. Today customer is the king of the market. He has the power to accept the product or to deny the product. There are various choices and options available for today's customer. When the products are manufactured by the manufacturer, it takes long way to reach to customer. There are various strategies and activities used by companies to create an image of product in the minds of consumers. These activities or strategies are known to us as promotional strategies. Pull means to attract someone or something in a particular direction. In case of promotional strategy it indicates the movement of consumer towards the product.

Introduction:

Shopping Mall in the modern term is an area covered with large number of buildings having vast infrastructures. It mainly contains retail units and has pathways or pavements which are internally connected with each other. The main purpose of these walkways is to allow customer to easily walk from unit to unit. If we turn around the pages of history, the shopping mall was the first place where the people could come together for the purpose of shopping as well as for social interaction and for cultural and recreational activities. Shopping malls was first said to be started in between 1920s in California. It was said that they have their origin from California.

In India, the term shopping mall is usually used for enclosed trading structure or uncovered vending complexes which have huge or bulky parking spaces for vehicles. It has widespread area for the people to

refresh, enliven, meet people, joins, occupies, and entertains. It is a place to get everything under one roof from branded clothes, grocery, and electronics to foot wear.

Promotional strategies

Today customer is the king of the market. He has the power to accept the product or to deny the product. There are various choices and options available for today's customer. When the products are manufactured by the manufacturer, it takes long way to reach to customer. There are various strategies and activities used by companies to create an image of product in the minds of consumers. These activities or strategies are known to us as promotional strategies. The objective of promotion is to increase awareness and create curiosity of product in customers and to increase sales and create allegiance of product among customers. The aim can be concluded as:

1. Provides information of product to customers.
2. Increases or raise the demand of the product among the customers.
3. To create differentiation among products for customers.

Promotions means those complete set of activities and actions which converse about the products to the user. These activities are used to make consumer aware about the product. There are three types of promotional strategies mainly used:

- a push strategy
- a pull strategy
- A combination of the two.

Pull strategy

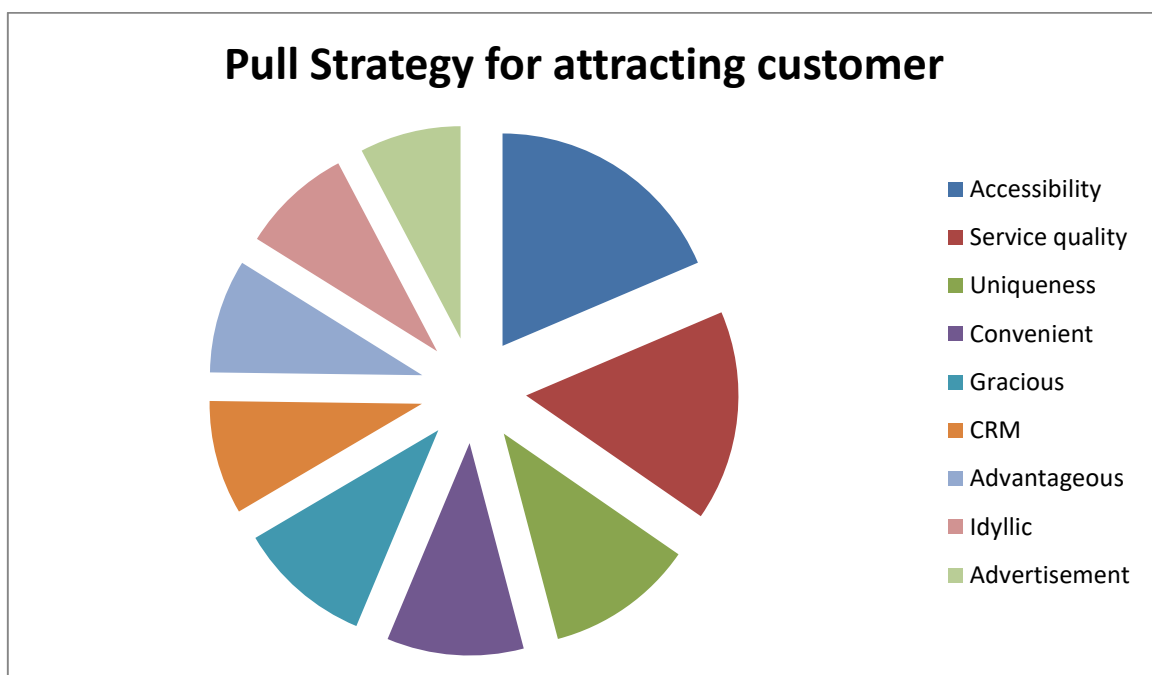
Pull means to attract someone or something in a particular direction. In case of promotional strategy it indicates the movement of consumer towards the product. It is the situation in which the customers are eagerly looking for your product or searching for your product. The desire for the product reach at the highest level and the retailers are placing orders on immediate basis for it (products) due to consumer demand. In fact customers are so excited to buy the product that their willingness can be seen clearly. It is that condition in which interest for a definite product or service is created within the target customers. It shows the addiction of customer for a particular brand or service. It is most suitable in the situation when the brand loyalty for a product is very high. The ultimate aim of pull strategy is to make customer motivated to search a particular product. It deals with encouraging the customer for a particular brand or service.

It involves motivating the customers to search out a distinguished brand due to their habits and addiction. A pull strategy is marketing-oriented strategy. It means it is mainly used for creating demands and makes the customer addicted of your product. It works on the motto:

"Getting the customer to come to you"

In this strategy, the marketers are trying to encourage consumers to create demand for the particular products or services through different mediums and channels in which a lot of money is spent. It may lead to increase in expenses of company. The chief aim is to work for customer response. Some of the commonly used pull strategies or tactics are:

- Word of mouth
- Sponsorship
- Advertisement and Social media
- Sales promotions and Offering discounts
- Customer relationship management



The various pull strategy used by the customers to attract customers to shopping malls are: accessibility, service quality, uniqueness, convenient, gracious, customer relationship management, advantageous, idyllic, advertisement.

Literature review:

Ubeja Satnam Kaur (2015) develops the work to examine the effect of sales promotion mix and marketing mix and to know the level of satisfaction of customer in malls of Ujjain city. It was an attempt to study the dissimilarity of demographic factor to understand the consumer's choice on gender basis as well as on the basis of age which will help the retailers to make good marketing and promotional strategies. A sample of 200 customers was collected through self made questionnaire which consists of 18 items of sales promotion and 43 items of marketing promotion. Factor analysis, ANOVA, SPSS 17, Likert scale, MS Excel was also used for study. Conclusion recommends that females are more conscious for sales

supporting offers like spot events. Four sales promotional factors and eleven marketing mix factors are derived. They are opportune offers, On Spot Offers, Price compassion offers and rewards and swap offer, Product Searching, Fun with relieve Seekers, offers for unusual Services, Store allegiance and cleanliness Factor, Cash Facility, Personnel Facility, Importance of Flavor, compassion of Pricing, Invoice Comfort, Presence of Sales People, Assortment of Store. It was also discover that people of Ujjain are conscious about quality rather than variety of offers. They are not so concerned about sales promotion mixes rather are just coming for shopping, but are not attracted by offers. Demographically females are more conscious about spot events.

Ubeja Satnam (2104) investigated to find out the outcome of sales promotion mix factors on customer satisfaction in the shopping malls of Indore city. To observe the outcome of sales promotion ideas on customer in shopping malls in FMCG sector and to analyze impact of demographic variables on these factors descriptive as well as empirical study was done with sample size of 175 customers above the age of 18 years. Primary data was collected through structure questionnaire in which 18 items of customer satisfaction are taken. ANOVA test at 5% significance level and factor analysis was used for interpreting the data at 5% significance level. Five factors which are considered very important are Lucky and Bumper offers or plentiful gifts offer, Frequent and Warranty offers or pledge offers, Monetary and Quantity benefit or fiscal offers, Gift and Exchange offers and Discount offers. Normal customers are not so conscious about offers but students have craze about it. UG and PG students between the ages of 20-30 years are more aware of promotional schemes. In fact studies also shows that young customer find more pleasure in shopping activities than any other age group. Shopping is an entertaining and pleasurable activity for them and they are very alert about different offers.

Haseki Murat Ismet (2013) examines the most attractive factors that are responsible to attract the customers to mall restaurants in Adana city, Turkey. It was a field survey to find out the customers expectation of shopping mall restaurants according to their demographic variables and educational levels and also to determine the general characteristics and expectations of the customers who are coming to restaurants. To find the relationship between their expectations and their educational level the sample size of 690 respondents of age 16-60 years was taken and survey was conducted for data collection. With the help of face to face interview the questionnaire were filled and frequency, average and standard deviation, 5 point likert scale was used for generating results. It was derived that large number of factors are accountable for bringing the customers to the mall restaurants which primarily includes multiplicity, quality and nutritional menu which was available at reasonable price. Soothe, peaceful and hygiene environment with decorative and appealing infrastructure with fine sitting space are also essential elements. The external factors include parking facility, entertainment factor and calm music, presence of crowd which includes both youngsters and families. The internal factors include fast services, on table delivery, product availability for tasting, gifts on purchase offers and awesome display of food and beverages.

Kaushal Shailesh Kumar (2013) explored the factors that have impact on teenager's apparel purchase intention in Lucknow. It was a study to find out the purchasing pattern or purchasing way of teenager and also to know the various factors which affect their purchasing behaviour. To study the teenager's main motto behind the purchase of apparels and various factors that motivates the customers to visit the malls the sample of 187 respondents was taken and questionnaires were filled through interview and analysis was done by using factor analysis, GRA(Grey Relational Analysis), RIDIT(Relative to an Identified Distribution) and Likert Scale. The finding implies that Fashion is the most important factor for teenagers when they go for the purchasing of apparels. Second important factor for them in taking buying decision is Brands. In the case of store promotion, reference group and body cathexis plays a very important role.

Gupta Monika (2013) develops a descriptive study for finding strategy for shopping mall loyalty and categorizing shopping malls according to customers. It was an attempt to find out different attributes of shopping malls and their importance for customer which was done in seven malls of Delhi and NCR. For suggesting strategies for creating shopping mall loyalty a detailed study was done with a sample size of 400 samples and Non-Probability Convenience Sampling was used for data collection. The sample mainly consists of young people of age 18-27 years with monthly income lies between 25000- 35000. Shopping Motivation Measurement Scale, five-point Likert Scale, Factors rating and correlation method is used to measure response to each item. It was concluded that entertainment is the most important attribute followed by specialty, worth, single end shopping and handiness which was given importance by the customer. Malls are categorized into two types i.e. Enjoyment-centric malls and Value-centric malls. A positive correlation was also found between shopper's loyalty towards malls and shopping motivation. It means more the shopping inspiration; more would be the constancy.

Andersson Caroline(2010) investigated to find out the shopping experience of customers and various advantages provided by the malls in the market and also to the consumers in the three shopping malls of Stockholm city, Sweden. To find out the relative advantages of malls and to find out the techniques or methods by which they are able to create their separate identity a sample of 105 respondents above 18 years of age was taken. Survey was done to find out how they are able to distinguish themselves in this competitive market and how the present malls will affect the future development of malls. It is a qualitative research which has been carried out by the method of case study. The findings state that added value on goods and services must be offered to consumers because they play very important role in differentiating the mall from its competitor. These values are provided on the basis of targeted customers and their segmentation on various bases. For creating loyal customers advertising and strong communication must be used. They are ever proved strategies for the success of any mall and helpful in creating loyal customers. Other factors that attract customers towards the malls are events, exhibitions, musical gig, competitions, festival decorations, fashion shows, sports, sales etc.

Objectives of study:

1. To study the impact of different factors used by shopping malls to attract customers.
2. To study the effects of income on various factors of pull strategy to attract customers.

Research methodology

- **The study** - Descriptive research will select as research design as the study comprises of description of pull strategies of shopping malls to attract customers. It will provide us complete evocation of different approaches and schemes used by the malls to catch the eyes of various segments of customers or the end users.
- **Population** – Consumers age group 20-60 usually purchasing from malls in the city will be consider targeting for the survey. The segments of different age groups are made i.e. from 20- 40, 40-60, 60 and above. This is done to understand the impact of age factor on the purchasing habits of people of different age group.

- **The sample-**

Types of sampling: Non-probability convenient types of sampling method will select to collect data because collection of data is completely based on the judgment of researcher and accessibility of samples.

Sample universe: Individual respondents from 5 different malls of Indore city are taken. Sample size of 50 samples from each mall was taken.

No of samples: 250 respondents will be taken to collect data.

- **The tools-**

Used for data collection:

Two types of data will obtain: primary data and secondary data

Primary data:

Primary data will be collected through structured questionnaire from various malls in Indore city having 5 point Likert scale on which respondent will be asked to indicate degree of agreement. Survey was done for filling questionnaire.

Secondary data:

Secondary data will be collected from research journal, books, magazines and various research articles.

Used for data analysis:

Different tools are used for data analysis. Data will be analyzed with the help of statistical tools such as Levene's test and Post hoc. SPSS-17 was applied for calculation of result.

Testing of hypothesis:

Ho: There is insignificance effect of Age on pull strategy for attracting customers.

H 1: There is significance effect of Age on pull strategy for attracting customers.

Levene's Test of Equality of Error Variances^a

Dependent Variable:Total

F	df1	df2	Sig.
2.584	22	227	.024

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Age + Gender + Income + Age * Gender + Age * Income + Gender * Income + Age * Gender * Income

Levene’s test was applied to evaluate homogeneity of groups on error variances. The F value is 2.584 which is significant at 0.024% level of significance i.e. the null hypotheses stated as “The groups based on Age, gender and Income are homogenous” is rejected, therefore it can be interpreted that, the error variances of groups formed on the basis of Age, gender and Income are non-homogenous. The result was important for selecting Post hoc test, therefore Age is taken to test Post hoc.

Post Hoc Test

The word post hoc means after this. This test is used to analyses the result which is received by data collected. It is conformation test. In this various test applied by various authors are used to check the significance level.

Income

Multiple Comparisons

Dependent

Variable:Total

	(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Bonferroni	1	2	2.1921	2.09494	1.000	-3.3837	7.7680
		3	6.4644*	2.24864	.027	.4795	12.4494
		4	-.2000	2.81808	1.000	-7.7006	7.3006
	2	1	-2.1921	2.09494	1.000	-7.7680	3.3837
		3	4.2723	2.30255	.389	-1.8561	10.4007

		4	-2.3921	2.86128	1.000	-10.0076	5.2234
	3	1	-6.4644*	2.24864	.027	-12.4494	-.4795
		2	-4.2723	2.30255	.389	-10.4007	1.8561
		4	-6.6644	2.97566	.157	-14.5844	1.2555
	4	1	.2000	2.81808	1.000	-7.3006	7.7006
		2	2.3921	2.86128	1.000	-5.2234	10.0076
		3	6.6644	2.97566	.157	-1.2555	14.5844
Dunnett T3	1	2	2.1921	2.17386	.894	-3.5962	7.9805
		3	6.4644*	2.14955	.019	.7319	12.1969
		4	-.2000	2.67697	1.000	-7.4609	7.0609
	2	1	-2.1921	2.17386	.894	-7.9805	3.5962
		3	4.2723	2.07329	.222	-1.2621	9.8067
		4	-2.3921	2.61613	.929	-9.5056	4.7214
	3	1	-6.4644*	2.14955	.019	-12.1969	-.7319
		2	-4.2723	2.07329	.222	-9.8067	1.2621
		4	-6.6644	2.59596	.074	-13.7338	.4050
	4	1	.2000	2.67697	1.000	-7.0609	7.4609
		2	2.3921	2.61613	.929	-4.7214	9.5056
		3	6.6644	2.59596	.074	-.4050	13.7338
Dunnett t (2-sided) ^a	(2-1)	4	-.2000	2.81808	1.000	-6.7098	6.3098
		2	-2.3921	2.86128	.676	-9.0017	4.2175
		3	-6.6644	2.97566	.059	-13.5383	.2094

Based on observed means.

Discussions:

The error term is Mean Square (Error) = 176.096.

The mean difference is significant at the .05 level.

a. Dunnett t-tests treat one group as a control, and compare all other groups against it.

Where

1 stands for Below Rs. 25000

2 stand for between Rs. 25001- 50000

3 stands for between Rs. 50001- 75000 and

4 Rs. 75001 or above

Above table showing that there is a significant difference between incomes group of Below Rs. 25000 and Rs. 25001- 50000 on pull strategy for attracting customers. It means that income plays a very important role for customer. As income increases, the purchasing power also increases. So the significance difference between both income groups is directly related with increase in income.

But there is no difference between 50001- 75000 and Rs. 75001 or above on pull strategy for attracting customers. It shows that when the basic demands of customer are fulfilled then income also doesn't creates bar in purchasing and shopping habits. People will go for the best and search for best. So in income group above 50000, they can afford quality products. They donot have to compromise with quality.

