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A Study on Marketing Management Practices of Malls in Madurai City

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Abstract— *The scope of marketing practices of Mall Management has been wider than other kinds of retailing formats. Differentiating themselves from the competition is a sure way of emerging a winner, and this positioning is ensured through effective marketing practices of mall management. The problems with respect of retailers in Marketing Practices of Mall Management are concerned with differentiating a mall from the rest, maximization of customers, converting customers needs to purchase and keeping the customers for a long period and tenants business survival and satisfaction of both customers and retailers. It strives to provide an entire consumer spend basket to make the mall a happening destination besides also creating and maintaining the adequate infrastructure. Right from the tenant mix, ensuring the creation of right ambience, and cleanliness that creates customer satisfaction to managing various income streams for the developer, the role of mall management is complex and dynamic marketing practices. The concept of mall management, which is still in its infancy in India, has the potential to change the fortunes of the retail sector. Properly practiced mall management will provide existing and future players a definite edge in the sector.*

I. INTRODUCTION

THE Marketing Management is one of important human relation process. The nature and system of marketing organization is changing from time to time. The new concept of retail marketing practices such as Retailing of all kind Products and Services in single Place of Mall, Online Marketing are in growing stage since it has started its' takeoff only over the last decade or so. With the growing organized retail in the country the Shopping malls have become an essential part in an average Indian's life in urban area only. The migration of population from rural areas to Urban areas, rapid urban based industrialization, increased per capita income, change in consumptions pattern, progress in standard of living are the major determinants of establishment of Malls in Urban in India. The friendly environment created by globalization and economic liberalization provided a tremendous fillip to trade and commerce and encouraged multinational companies to outsource as well as invest in retail sector of India. The flow of FDI in India increase numbers of Malls in the urban areas of Malls as Wal-Mart and McDonald.

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Concept of Malls Management and its 'Marketing Practices

The mall management began with management functions of simple facilities, which basically entailed the operation and maintenance of malls. However, the scope of mall management services has by now been elevated to shopping centre management, which very few companies have upgraded their capabilities to in the current scenario. The expectations of clients are now on complete shopping centre management, which is a drastic shift from the earlier model. Intense competition and an increasing number of footfalls have compelled mall developers to focus on core competencies and accurately researched offerings to target customers. This is where the concept of "mall management" comes in. At a time, when FDI in retail could be a possibility, mall management becomes even more imperative. The availability of variety of services, exposure to brands, promotional offers and discounts under one roof are the factors that attract people to malls. The comfort of shopping in an air-conditioned and feel-good environment as well as access to a variety of food options act as added incentives to patrons.

Mall management covers management of functions such as operations, marketing, accounts human resource and customer service management. It also includes the functions in Mall Management and facilities management.The mall management requires developers to take complete responsibility for maintaining facilities in the mall such as plant and equipment management, housekeeping, and security. In India, most malls outsource these services to specialists. However, with acute competition and increase in the number of malls, developers and retailers are required to take control of this aspect of mall management

Marketing Practices of Mall Management

The Marketing management of Malls is an important factor that defines the success of malls. It includes mall positioning, zoning, tenant mix, revenue sharing models, promotions/marketing, facility/finance management and a centralized help desk for customer service excellence. As the modern retail industry of the country is growing, developers must not only look to house the best mix of retailers but also set up new standards and procedures in mall management for differentiating their product and services. As complex as the task appears, an integrated solution that combines diverse functionalities can simplify the process tremendously. A customer primarily comes to a mall expecting an enhanced overall experience and a large variety of goods under one roof. Therefore, managing a tenant portfolio that offers customers a unique set of options is imperative.

Table 1: Marketing Practices of Mall Management

Sl.no	Nature of Marketing Practices
1	Mall Positioning.
2	Zoning
3	Tenant mix,
4	Revenue sharing
5	Demand forecasting
6	Product planning and positioning
7	Marketing mix
8	Market segmentation and Customer mix
9	Advertisement
10	Sales promotion
11	Customer relationship management
12	Sales force management and Sales control
13	Customer Feed back

(Source : Compiled from secondary data)

Malls in Madurai

The Agro based traditional temple city Madurai facelifts its nature and add new industrialized outlook with in itself since independence. The development of educational institutions, urbanization, migration of workers and employees from all parts of India extends its scope as mixing of traditional heritage with modern technology up gradation. The Retailing Scenario has its development in various dimension to fulfill the demands of increased various segment of customers in Madurai city. The Malls which facilitates the customers to procure all demands in single places are established in various important location of Madurai city nearby Thirumalinaicker Palaces, Bazaars and etc., by Multinational Companies and Local Merchants. The Malls such as Reliance, Visal mart, Big Bazaars, More and Kannan Departmental stores are established in the heart of the city. In addition to it, Various sales promotion activities are implemented to attract the customers who needs his purchase in a single spot. The business turnover in this Mall is progressively increasing. The various facilities from parking, food court, fun zone and etc are created to improve the shopper's satisfaction.

II. STATEMENT OF THE PROBLEM

The scope of marketing practices of Mall Management has been wider than other kinds of retailing formats. Differentiating themselves from the competition is a sure way of emerging a winner, and this positioning is ensured through effective marketing practices of mall management. The problems with respect of retailers in Marketing Practices of Mall Management are concerned with differentiating a mall from the rest, maximization of customers, converting customers needs to purchase and keeping the customers for a long period and tenants business survival and satisfaction of both customers and retailers. It strives to provide an entire consumer spend basket to make the mall a happening destination besides also creating and maintaining the adequate infrastructure. Right from the tenant mix, ensuring the creation of right ambience, and cleanliness that creates customer satisfaction to managing various income streams for the developer, the role of mall management is complex and dynamic marketing practices. In this connection customer buying behaviour are also changed and their preference and

budget are subjected to be evaluated. So a study has been undertaken to analysis the

III. OBJECTIVES OF THE STUDY

1. To analysis demographic profile of customers of Malls in Madurai City.
2. To assess the nature and pattern of Marketing practices of Malls in Madurai City.
3. To evaluate Impact of Marketing practices of the on Customers Buying behaviour in Madurai City.
4. To suggests the suitable and implementable recommendation to upgrade Marketing practices of Malls in Madurai City.

IV. RESEARCH METHODOLOGY

It is a descriptive cum analytical study. The five Malls such as Reliance, Visal mart, Big Bazaars, More and Kannan Departmental stores have been selected for this study. The simple random Sampling technique is to select the sample respondents to this study. 50 Customers of the above selected Malls were selected by using lottery method. Both the primary data Secondary Data sources are used. By using pretested Interview schedule, Primary data is collected by from the sample respondents through interview with the same. The Collected data is properly coded, tabulated and Analyzed by using Statistical Tools such as Percentage, Average methods and 't' –Test and interpreted.

Demographic Profile of Sample Respondents

Table 2: Demographic Profile of Sample Shopper of Malls in Madurai City

Sl.no	Profile	No's of the sample Respondents			Percentage
		Female	Male	Total	
I	**Age**				
	Below -18 years	-	02	02	04
	18 years to 30 years	05	05	10	20
	31 years to 45 years	12	09	21	42
	46 years to 60 years	05	07	12	24
	Above 60 years	03	02	05	10
	Total	25	25	50	100
II	**Educational Qualification**				
	Uneducated	02	00	02	04
	Primary level	06	06	12	24
	Secondary level	04	04	08	16
	Higher Secondary	02	02	04	08
	Graduation and Above	08	10	18	36
	Diploma/ others	03	03	06	12
	Total	25	25	50	100
III	**Occupation**				
	Business Man/self employed	00	09	09	18
	Employed /salaried	07	11	18	36
	Agricultural	02	04	06	12
	Artisans and labours	01	01	02	04
	House wives	15	00	15	30
	Total	25	25	50	100
IV	**Marital Status**				
	Married	19	13	32	64
	Unmarried	06	10	16	32
	Divorced /widow	-	02	02	04
	Total	25	25	50	100
V	**Income per month by an average**				
	Below Rs.5000/-	02	01	03	06
	Rs .5001/- to Rs.10000/-	14	04	18	36
	Rs.10001/- to Rs.20000/-	03	10	13	26
	Above Rs.20000/-	06	10	16	32
	Total	25	25	50	100

(Sources: Complied from primary Data)

The demographic profiles denote that the sample respondents from Malls both Employer and Workers belonged to rural category with low level education. They were far away from this technical and informative era.(Table no:2)

Perspectives of Marketing Practices of Malls in Madurai City

Table 3: Perspectives of Marketing Practices of Malls in Madurai City t

SI.No.	Prospects	Male (N=50)		Female (N=50)		"t" Value	Level of Significance
		Mean $\overline{X}$	Std. Deviation 'S'	Mean $\overline{X}$	Std. Deviation 'S'		
1	Availability of Goods and Services in single spot	3.7193	1.117	3.0000	1.330	2.60	0.014
2	Products	3.3509	1.072	3.1852	1.210	0.65	0.518
3	Price	3.4211	1.356	3.2222	0.974	0.88	0.384
4	Advertisement & promotion	3.4035	0.957	3.5926	0.636	-1.23	0.218
5	Mall Environment and its supportive services	3.7895	1.133	4.1111	0.751	-1.97	0.058
6	Quality of services and CRM	3.5614	1.145	3.7778	1.013	-0.97	0.336
7	Quality of goods and Services	3.4737	1.206	3.5556	1.251	-0.31	0.760
8	Cashless Purchase practices	2.9123	1.393	2.5185	1.397	1.32	0.195
9	Innovative Marketing practices	3.5088	1.325	3.5185	1.424	-0.03	0.974

It was found that, considering the mean scores of the variables, both male and female sample respondents have given high mean scores to the variable, "Mall Environment and its supportive services " (3.7895, 4.1111). The male respondents have favoured the factor, "Availability of Goods and Services in single spot" (3.7193) and the female favoured, "Quality of services and CRM" (3.7778) by giving high mean scores. The variable 'Availability of Goods and Services" was found to be statistically significant at 5 percent level, since its 't' value was 2.60, which is higher than the tabled 't' value. Therefore, it was concluded that, there was significant difference of perception between the male and female respondents with regard to the above variable

Impact of the Marketing Practices of Malls in Madurai City

Table 4: Impact of the Marketing Practices of Malls in Madurai City

SI No	Prospects	Male (N=50)		Female (N=50)		"t" value	Level of significance
		Mean	Std. Deviation "S"	Mean	Std. Deviation "S"		
1	High cost of goods and services	3.8375	1.173	3.3578	1.294	1.07	0.220
2	Rush in Seasonal Time and Parking problem	3.3717	1.079	3.1076	1.186	1.09	0.282
3	Dependent of Single Mall	3.4159	1.266	3.2525	1.454	0.57	0.592
4	Single time purchase due to Availability of all goods and services in Mall	3.4513	0.954	3.3930	0.689	0.39	0.688
5	Quality of goods and Services	3.9783	1.087	3.5359	1.091	1.87	0.063
6	Product differentiation	3.6345	1.038	3.0715	1.459	2.63	0.011
7	Fun and other enjoyment	3.5756	1.153	3.1428	1.463	1.55	0.148
8	Time and cost consuming	2.8753	1.481	2.6796	1.506	0.60	0.495
9	New products and New Usage	3.5357	1.298	2.9653	1.428	2.21	0.027

(Source: Compiled from Primary Data)

It was observed from Table 4 that according to the mean scores of Male Respondents have perceived highly the variables, "High cost of goods and services" (3.8375), "Quality of goods and Services" (3.9783), "Product differentiation" (3.6345), and "New products and New Usage" (3.5357). have considered other variables moderate to low. By all respondents The 't' values of the following variables were, "Cash less traction" (1.87), "Door delivery" (2.68) and "New products and New Usage" (2.21). These 't' values were found to be statistically significant, since greater than the tabled 't' value. Hence it was concluded that, there was significant difference of perception between the two groups of shopper with regard to the above three variables.

V. CONCLUSION

The concept of mall management, which is still in its infancy in India, has the potential to change the fortunes of the retail sector. Properly practiced mall management will provide existing and future players a definite edge in the sector.

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