CHAPTER - V

SUMMARY AND CONCLUSION
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In this chapter, the findings of the study are summarized, conclusions are drawn and suggestions are made to retail organization.

About the study

The study is aimed at knowing the perceptions of Indian retail consumers. The crux of the study revolves around the variables that have an influence in the minds of consumers, and how they feel about the organized retail activities and their views in general about retailing.

Past research and theory in consumer behavior have often concentrated on consumer choice behaviour, particularly brand choice behaviour (Sheth, 1983). Compared to the theoretical and empirical work on brand choice behaviour, store patronage behaviour as a distinct field of investigation has received only scant attention (Darden and Lusch, 1983). However, Darden, Erdem and Darden (1983) suggested that consumers are using shopping strategies rather than brand strategies in solving many consumption problems. While coming to application of the consumer behaviour in retail, following studies have thrown some light on selected variables. Dr Al-Rasheed (2003) study has covered the consumer behaviour in retailing from different social and ethnic backgrounds, to identify some extremely interesting patterns of shopping behaviours’ and shopping habits in Saudi Arabia. According to another research work conducted by Woodside and Trappey (1992) focused on the issues to understand the reasons why customers choose to shop at a particular store rather than another. Another study which has relevance to Indian markets is conducted by Sanjeev Tripathi and P K Sinha, of Indian Institute of Management-Ahmedabad (2005), retail store choice is a result of family decision making process. On reviewing the above literature, there is gap with reference to identification of consumer behaviour from one format of store to another format of store. Therefore, this study is focused on knowing the differences in the behaviour of shoppers with reference to their demographical profile and income groups and the products they intend to buy, and
their behaviour between different formats of stores. The study revolves around the store specific classification of variables and learning about the variables that influence a shoppers’ buying behaviour.

The following are the objectives of the study:

1. To study the perception and attitude of the shoppers towards the organized malls
2. To examine the shopping behaviour pattern of urban shoppers
3. To identify the motivational factors of shoppers towards the general category of stores and Specialty malls.
4. To study the patronage behaviour of urban consumers towards the general category Stores and specialty malls.
5. To give suitable suggestions to the mall organizers and organized retail Operator’s on how to tap the market further.

Retail in general

Retailing in general embraces all the activities in selling goods or services directly to final consumer for their personal, non-business use via shops, markets, door-to-door selling, and mail order or over the internet, where the buyer intends to consume the product through personal, family or household needs.

As per AT Kearney’s latest reports on Retail industry in India, this sector accounts for 10 per cent of its GDP and 8 per cent of the employment and projected to reach $17 billion turnover by 2010. About 300 new malls, 1,500 supermarkets and 325 departmental stores are being built in the cities and metropolitan cities. India has undergone a shopping revolution and a large population between 20-34 age groups in the urban regions, are boosting demand by 11.1 per cent.

Till recent past, new retail chains and formats could not significantly transform nor influence India’s retail topography. Particularly the last decade, the Indian retail landscape has witnessed a fast-track with experimentation of formats suitable to Indian consumer profile. For selecting an appropriate format, retailers have taken recourse to careful segmentation at the geographic consumer as well as product assortments. This indicates the need for a comprehensive study of the consumers who
change the landscape of the retailers and prima facie their behaviour is the root to all the causes. The researcher has studied the subject of variables that influence buying behaviour of the shoppers. In order to study the topic, researcher has classified the shoppers into three distinct categories. The first set of shoppers are drawn from general category of retail stores, followed by shoppers drawn from Specialty malls thereafter the two sets are taken together and identified the differences observed in terms of their buying behaviour, perceptions towards the retailing activities. While the consolidated data from both these malls is studied to give a comprehensive view of the study as the retail sector is not only general category stores, but also specialty stores. The general category of shoppers is distinct in their characteristics and display altogether different buying behaviour compared to the shoppers of Specialty malls. Their behaviour can be visibly seen in terms of variations in their motives, drives, perceptual process, and attitude towards the stores. The shoppers are selected from these two categories of shops on a random sampling basis, while selecting them the researcher has ensured that respondents from all age groups, different occupational back grounds and different income groups are selected to a comprehensive view of the study. To draw inferences from the data collected, suitable statistical tools have been used to give meaningful inferences from the data collected.

Suggestions are basically made keeping in view, how to manage the customer’s perceptions positively those will eventually leading to their satisfaction.

It is rather difficult to definitely pinpoint all the factors that have an influence all set of shoppers’ perceptions. Generally speaking, the shoppers’ perceptions about an organized retailer are influenced by a host of variables that keep changing from time to time. Some of the variables as per the researchers knowledge, could be changing demographics, competitive structure amongst the retailers, Advertisements vis-à-vis the realty side of these advertisements, variety of sections and product-mix offered to choose within a store, the value propositions in their offerings etc.,

While discussing on the variables independently, the one factor that makes the shoppers attracted and increase the foot falls to a shop is advertisements and promotional activities organized by a mall.
Advertisements primarily aim at creating awareness of their existence, a sort of reinforcement effect in the minds of shoppers, to make customers to know about their new activities, and give value propositions to lure and attract prospects thereby increasing the footfalls. Advertisements and promotional activities are also created to gain a competitive edge over its rivals. The reality check is to avoid the disruptive creativity and to create well informed opinions.

Customer satisfaction is a relative subject and dynamic and varies from time to time and from situation to situation, it can never remain constant and can never be taken for granted for ever. At one age and in one situation what satisfies a person, the same product or service may not satisfy the same person next time.

Obviously to influence both the perceptual process thereby leading to satisfaction is linked to both intrinsic aspects which are within the control of a shopper, and extrinsic factors that can be taken care of with a better information mechanism. Apparently, the promotional schemes of majority of retailers are more or less similar, may be with small time gap. This makes the customers puzzled as to which store they can maintain their loyalty. If one adopts a particular scheme, the later set of retailers immediately follows the similar campaign in a very short span of time.

At the third stage, researcher has tried to elicit information about the shoppers views, their feedback about the contemporary mall practices, the possible improvements and suggestions for developing the mall, how it is comparable to other contemporary mall practices, and what impact it would have on the convenience stores. This information is collected primarily to assess the impressions whether the customer is impressed with the mall and interested to visit again.

In the suggestions, researcher has tried to analyze the data relating to formation of preferences, and knowing the expectations of the customers. As the customer satisfaction is a quintessential to form customer preferences. The preferences over period of time will lead to loyalty towards mall. An attempt is also made to ascertain the reasons for their dissatisfaction after they visit to these malls.

It takes long time and long drawn efforts to create positive perception about a mall, to assess the preferences in the customers’ minds, and to maintain the status quo is rather
a difficult phenomenon especially when the younger generations on whom these malls would like to thrive on. Specifically, this segment of customers has a tendency to switch their preferences and loyalty very fast. The researcher tried to elicit and study the factors that portray the preferences of shoppers' that will eventually lead to loyalty towards a mall.

For this purpose, the questionnaire is classified into different sets of questions on the following lines.

a) Personal details which clearly gives the demographical details of a shopper
b) The learning mechanism of a shopper, that ultimately drive them to a store, the process of checking about the reality of advertisements
c) The products that shoppers would prefer to buy, the drives and motivational factors within a store to make shoppers to visit a store again, facilities offered inside a store that act as inducements to shoppers
d) The shoppers' perceptions about the quality of merchandise, prices of merchandise, the Customer Sales Associate role, in influencing shoppers mind including billing related issues.

The responses collected from the questionnaires are primarily intended to elicit information to know the perceptions of shoppers in respect of products, prices, promotional measures, facilities offered by a store. The questions are framed in such a way, to analyze and interpret the data on those parameters, to assist the researcher in assessing the shoppers' preferences. At the outset, the mall organizers are primarily interested in attracting the new and potential buyers to visit them by advertising in an appropriate media conveying to the targeted population by portraying a positive image about themselves, about the facilities and ambiance they offer. At the second stage, once the desired targeted customers start visiting them, by creating a decent internal ambiance, by better customer service exercises, they intend to reaffirm the visitors that what they advertised is true and realistic. By doing such exercises, they like to create an impression in the shoppers minds and convert them into their regular visitors by strategically stretching all out efforts to offer value for the money the customers are parting with and also strive to convert these footfalls to buyers for their survival and sustenance.
Thereafter, keeping a track of the demographical profiles and offer products with appropriate in-house sales promotional activities, and by continual improvements to live up to expectations of the shoppers, and reinventing changes in internalities of their stores from time to time with innovative plan-o-grams. This helps the stores, to make shoppers loyal and form preferences to visit them again and again. This is an exercise to create preferences among the buyers; this in a long term would form loyalty towards the stores.

**Demographical Factors**

The demographical profile of the shoppers sometimes throws limelight into the behavioural patterns of the shoppers. The findings mentioned in chapter 3, about the shoppers that visit the specialty malls are studied with respect to their age, occupational background, income range etc.,

It is learnt from respondents of specialty malls, that 21 to 45 age group of shoppers represent 100 of the respondents, while the same is compared to general category of stores, people of all age groups starting from 21 years are visiting. On taking the total respondents of both these segments into account, people who fall in the age groups of 21 to 45 years constitute a whopping 61 per cent in the general category stores. This clearly indicates that younger generations do accept the shopping mall and organized retail stores.

Therefore, it is suggested that while targeting the set of shoppers, these two set of stores have to create different strategies and create such advertisements and promotional activities that will have easy acceptance.

**Occupation**

On observation of two categories of respondents to general category of retailers, professionals and housewives in total represent a considerable segment of 54 per cent. While the data of specialty malls, 44 per cent of the respondents are pursuing business, and the professionals visiting these malls are 41 per cent. The sum total of these professionals and businessmen constitute 85 per cent.
This gives a picture that professionals, housewives and businessmen are the patrons of the organized retailers. When it comes to general category of malls, it is the housewives representing majority, in comparison to Businessmen and professionals constitute almost equally for specialty stores.

Hence, it is suggested that the retailers of these two segments need to understand the characteristics and expectations of the businessmen and professionals and suitably frame their policies and promotional measures.

**Educational background**

It can be inferred from the data of respondents of specialty malls that an overwhelming majority of the respondents (98 per cent) are graduates and post graduates.

On observation of similar category of respondents of general category of respondents graduates constitute 47 per cent, while post graduates who are the next higher category of visitors represent 32 per cent. In total graduates and post graduates represent 79 per cent of the total respondents.

It is clear from the above data that the shoppers that visit both the malls are fairly educated. Therefore, it can be very well understood and recommended that brands can do well with these shoppers, more weightage will be given quality relative to price. They can be better dealt well with reasonable amount of advertisement and qualitative promotional measures will gel well with them.

**Income**

On analysis of the respondents visiting specialty malls indicate that 100 per cent of the respondents fall in the income group of above Rs 45,000 per month. While in case of general category of stores respondents with the income range of Rs. 15,000 to 45,000 represents only 64 per cent.

The specialty malls are required to keenly focus on brand consciousness, hence expectations from the customer sales associates is more, therefore manpower of both front-end and back end operations needs to constantly upgrade themselves in terms of the products, brands and servicing to manage the higher income group expectations.
Behavioural patterns

The shoppers are to some extent guided by their own judgments, beliefs and value systems. Such factors can be glaringly witnessed in terms of their behaviour. Some of such behavioural variables are studied and summarized in a section called 'behavioural variables'. Some of the factors taken into this section are the products that shoppers like to buy from stores and frequency of their visit to stores.

Consumer learning

It is a fact that human beings would be interested in knowing about anything, primarily due to the need-driven process, or has an urge or pen chancy to learn about new things happening around, then only they tend watch, collect information and respond to external stimuli positively. It is of paramount importance to any marketer to closely watch the human needs structure, their genesis. The need arousal process is the key for the success for any advertisement.

The shoppers of general category of stores have shown an indirect way to learn about the existence and about the activities of a store. While the shoppers of speciality malls show an independent behaviour and visit these malls based on their judgment. This is clearly evident from the following data collected by the researcher.

Most of these shoppers (75 per cent) to the specialty malls visit on seeing advertisements rather than taking reference from friends and colleagues which represent 25%.

Most of these visitors to the general category of stores (32 per cent) visit stores based on learning from friends and colleagues, and (25 per cent) and learning from neighbours. Only few shoppers will visit the stores based on their own learning by observing advertisements which represent only 12 per cent of the total respondents. There is a clear indication about the perceptual difference between the general mall visitors to the specialty malls.
Products of interest

On analyzing the products of interest from both these two categories of stores Garments alone constitute 51 per cent of the total products bought in case of specialty malls and the next largest segment of respondents (43 per cent) buy household goods. It is interesting to note that people who visit specialty malls show less interest in those items offered on discounted prices, they constitute only 4 per cent of the total respondents.

It can be observed that respondents of general malls have shown interest in buying Groceries which constitute 37 per cent, and 25 per cent of shoppers are interested in buying household goods. The other categories of products bought are fruits (20 per cent), garments (14 per cent), vegetables (4 per cent), and 1 per cent are window shoppers.

There is a clear distinction of customers in terms of products bought. The Specialty mall shoppers evinced interest in garments and household goods, while general categories of shoppers are interested in Food and Groceries and household goods. This study has suggests that specialty malls to focus more on non-food category of products, which more emphasis is to be laid in food and groceries by general category of stores.

To make a mall attractive, under the current intensive competitive conditions, promoting a new mall and to make an existing mall be a favorite destination or continue to pull crowd is possible only when it constantly innovate and offer value in the products offered. For this purpose, researcher recommends the following three propositions to the organized retailers.

❖ Launching of new products on a continual basis
❖ Making the Discount schemes on selected niche products more attractive
❖ Type of innovative and rare products offered
Shopping frequency

Frequency of visit to a mall or a store is one of the indicators of satisfaction index of the consumers. The higher the frequency of visit and higher the number of visits to a store or a mall, indicates the satisfaction of the customer.

In case of general stores, 45 per cent of the total respondents like to visit once in a week, and 24 per cent would like to visit once in a month, while 16 per cent like to visit once in a fortnight. The last option which is not a desirable variable from malls perspective is to have occasional visitors, representing 14 per cent of the total respondents. They are considered as foot fall to a store and 86 per cent of the foot falls are converted into buyers.

In case of specialty malls, 75 per cent of the shoppers visit the malls once in a week, and rest of 25 per cent visit malls once in a fortnight. Whether it is for watching a movie in their multiplex or for eat-out reasons is a positive indication towards the success rate of attracting the population towards mall culture.

But the other intrinsic variables, to influence the minds of the shoppers is due to the role performed by the Sales associates with their qualitative services, offering competitive pricing on the products offered, the billing, the amenities provided inside the malls to entice the customers to visit again.

Customer Perception

Most of us at some point or other have been asked what we “think” or “feel” about a particular object, issue, activity or person. The way one responds to such questions expresses one’s attitudes.

Social psychologists have viewed attitudes as a major, basic construct leading to behaviour, i.e., attitudes have been considered as a major factor affecting behaviour. Attitudes do invariably affect and influence the perception of human beings. From marketing perspective, some of the areas that may create positive perceptions in the minds of buyers by virtue of products, brands, people, pricing, realty check between what is preached and practiced, dissemination of information about themselves,
choice of brands and so on influence a person's perceptual process, and change the attitude towards a store.

The perceptions of the shoppers are collected on various parameters to know their perceptions. The parameters on which the perceptions judged are

a) Quality of merchandise offered
b) Facilities offered in malls as attractions
c) Opinion about prices offered by these malls
d) Reality of advertisements and promotional campaigns
e) New products information
f) Consistency of needs availability inside shelves
g) Customer care measures

Quality of merchandise

The shoppers of general malls have shown equal interest (25 per cent) in branded and less known brands (24 per cent). However 51 per cent of shoppers have also shown interested in unbranded loose form of groceries. While comparing the same to specialty shoppers, 84 per cent of shoppers evinced interest in branded products.

By this it can be understood that the specialty malls shoppers are highly brand conscious, therefore, it is suggested that the specialty malls need to constantly look for better portfolio of brands and constantly upgrade their products profile with the upcoming brands and create niche products for themselves. While the general category of stores need to focus on high quality groceries with their own private labels and fully exploit both brand conscious and quality conscious customers.

Facilities in malls to attract shoppers

The typical nature of Indian consumers is that they do not normally buy any goods without touch and feel of products, therefore the e-marketing and direct marketing could not make much headway. This is clearly evident in the findings of researcher that as many as 38 per cent of shoppers of the general malls are of the opinion that introductory offers or demonstrative samples would entice them, 27 per cent of shoppers shown interest in kids zone to take care of their children to have hassle free shopping. While 91 per cent of the respondents of specialty malls are of the opinion
that food courts of reputed brands do serve as important facility offered to make the malls attractive by making them as meeting points or hang out zones.

The perceptions of the shoppers of general category of stores would like take trail and test the products before they buy any new product. On the contrary, the specialty malls shoppers are much above this aspect, they look at common meeting points and hang out zones as one of the main attractors to visit a mall.

**Opinions on prices offered**

The general malls respondents have mixed feelings about the prices offered in the retail stores. This can be substantiated by the fact that only 18 per cent are of the opinion that the prices are comparable to the conventional stores, 18 per cent of the respondents feel that by buying from these organized retailers they derived a clear advantage in terms of price. And 38 per cent of the shoppers are of the opinion that the discounts are offered only in case of unpopular brands, but not on popular brands. There another 26 per cent of the respondents of general malls state they find no advantage in food grocery items

While the shoppers of specialty malls state that only 2 per cent of the respondents opine that the prices are comparable to the conventional stores, 28 per cent of the respondents feel that by buying from these organized retailers they derive a clear advantage in terms of price. 56 per cent of the respondents feel that the price discounts are made available to them only in case of unpopular brands, but not in case of sought after brands.

It can be learnt that the general category shoppers lay emphasis on prices, while the specialty malls shoppers are keen in brands. Accordingly, respective stores need to keep a pragmatic view of these aspects while devising their value proposition to customers.

**Advertisements Vs Reality Check**

Advertisements serve as means to create awareness about existence of stores, and various schemes they announce from time to time. Some times the advertisements do
exaggerate matters and they will be away from reality to attract the shoppers to their stores.

On analysis of the opinions of the shoppers of general category of stores 42 per cent of shoppers state that the retailers do not provide total information with sufficient clarity and 24 per cent of the respondents stated that what is said is implemented is real terms, but as much as 35 per cent of the respondents stated that the benefits and discounts are offered to only early birds. While 16 per cent of the specialty malls shoppers state that retailers do not provide total information with sufficient clarity and another 17 per cent of the shoppers stated that what is said is implemented in reality, a larger percentage of the shoppers (68 per cent) stated that these benefits and discounts are offered to only early birds.

New products information and awareness

Malls are the thresholds to test and try and test new products. This may be in the form of new products ramps, weekend new product promotional campaigns, places to offer free samples for the curious customers for new products.

Shoppers of general category stores to the extent of 42 per cent state that malls are the right places for the promotion of new products, 39 per cent of the shoppers feel that they serve as launch-pads for such activities and 19 per cent of the respondents said that special display windows and show cases are earmarked at entrances to attract the attention of the curious shoppers and on lookers.

Shoppers of specialty malls (41 per cent) state that these stores serve as special launch platforms and 57 per cent of the shoppers state that special display show cases are earmarked at entrances.

It is suggested that malls must encash the new products promotional activities as a means to increase the footfalls thereby they can capitalize the opportunities to enhance their sales.
Finding needs on shelves

On the front of making available the needs of shoppers, the researcher has collected information and analyzed as under.

Shoppers of general category of stores to the extent of 67 per cent stated that the goods are partially made available and only 22 per cent of the respondents stated that the desired goods are available, and 11 per cent of the respondents mentioned that the goods required by them are not available in their visits.

The shoppers of specialty malls to the extent of 62 per cent state that goods are made available to them on their visits, 30 per cent of the respondents are of the view is that the goods are partially made available and 4 per cent of the respondents stated that goods are generally not made available.

The pinnacle for success of retailing is to make all the needs of the shoppers under one roof. This unique proposition is not available to the conventional retailers and it is critical to gain confidence of shoppers by keeping the needs of the customers. Therefore, it is recommended that this aspect is noted with utmost care and the sales associates of respective stores must meticulously follow on regular routine.

Customer care measures

The concern for customers can be expressed in terms of the measures taken by a mall or store.

The measures include:

a) Sit out arrangements inside the malls
b) Provision for drinking water, rest rooms, and air conditioning of malls
c) The guidance provided by the customer sales associates to its shoppers
d) Making a serious note of customer suggestions and complaints
e) Parking facilities
f) Door delivery of needs/delivering of needs to the shoppers vehicles at parking places
g) Customer loyalty programmes to redeem the benefits on frequent purchases
h) Provision for restaurants or refreshment zones, coffee shops inside the malls
The opinions of the respondents of specialty malls about the requirements of facilities and amenities required in a mall, reveals that 18 per cent of the respondents felt that small cafeteria is required, and 14 per cent of the respondents expressed that restaurants are required, and 40 per cent of the respondents felt that sit outs zones are required, and 19 per cent have felt it necessary to provide drinking water in the malls, and 9 per cent of the respondents stated that Indian malls do provide any amenities to its visitors.

While the opinions of the respondents of General category of stores are slightly different about the requirements of facilities and amenities required inside a store, 44 per cent of the respondents felt that small cafeteria are required, and 8 per cent of the respondents expressed that restaurants are required, and about 37 per cent of the respondents felt that sit outs zones are required, and 2 per cent have felt it necessary to provide drinking water in the malls, and about 1 per cent of the respondents stated that Indian malls do provide any amenities to its visitors.

In the process of knowing facilities required inside a mall or store about attracting and retaining the customers will significantly influence shoppers’ perceptual process. It is difficult to precisely to elicit data by a simple set of questions, but it needs a careful and methodical interview of the respondents. No two individuals are alike in responding to the same question, many questions are arranged in sequence in the questionnaire in this direction.

They are:

a) Creation of awareness about the existence, to increase the mall popularity
b) The factors that prompts to visit the malls
c) Which media is the right media to attract the shoppers
d) After attracting the customers to their malls, how to retain them
e) For the success of mall what type of assortments are ideal
f) What promotional activities are required to make the customers exciting and make them to visit repeatedly
Billing matters

Billing is the last rung in all activities of a store. It ensures that the customers leave the stores with satisfied note if all the needs are met to their satisfaction. However, it is the factor that has a significant bearing in the minds of shoppers.

The shoppers to specialty malls states on many occasions (56 per cent) the customers could have left pleasantly by providing special counters to clear the extra rush, 23 per cent of the shoppers expressed that for less than 5 items special counters are to be created to help malls to improve the satisfaction level. And 8 per cent of the respondents said that taking care in respect of providing correct price tags, ensuring timely provision of tags also matter to the malls.

While general malls shoppers views is that 34 per cent of them have suggested to provision of special counters for smooth dispersal of buyers and clear the rush during peak hours. Shoppers to the extent of 20 per cent, have expressed that weighing loose goods offered would saved the time by non-accumulation of rush at billing counters. S, Provision of counters for the shoppers with 5 items or less is another positive factor stated by 19 per cent of the shopper.

Therefore, it is suggested sufficient care should be taken in ensuring the shoppers leave their premises with a sense of satisfaction. It is difficult for the mall or store to suddenly increase their manpower at billing counters, or to keep additional billing counters and manpower during off-season. The technological gadgets available to assist these needs to be explored or outsourced service arrangements needs to be deployed. This phenomenon is witnessed when Reliance, Big Bazaar new stores opened, or phenomenal discounts are offered. These small steps look simple, but can avoid the drainage of footfalls to stores.

Consolidated data - sales associate’s assistance

The one significant factor comes in the way of survival of traditional road side stores is prevalence of the customized services of sales associates.

Malls might have excellent products with competitive prices, yet customer satisfaction index is not up to the mark for the only reason, 'the sales associate'.
The role of sales associate is vital for the success of any mall, for the following reasons:

1. Demonstrating the products

2. Explaining the features of the products the customer is interested in, and also showing all the range of products available in that product and comparing them with prices

3. Selling is not just showing the products and answering the pricing related quarries, but convincing the customers with the necessary guarantees and warranties that accompany the products

4. Customers do come to malls against attractive discount offers, but making the sales to happen is purely in the hands of the sales associate

5. Some customers do visit malls, for the excellent relations the sales associates maintain with them.

6. The sales associates are technically competent in answering the questions relating to the product on certain vital features of the product.

7. Especially in case of newly launched products, guidance is all the more vital

When the views of the total shoppers of both general category stores and specialty malls are ascertained, 91 per cent of the opined that the sales associates are inadequate which has a significant bearing on the salability of products offered in the malls.

Only 7 percent of the respondents stated that sales associates always busy in replenishing the inventories in malls, but not available for full time to answer to the quarries of shoppers.

It gives a clear indication that the role clarity of sales associates needs to be understood, emphasized and explained in sufficient detail, to make stores or malls more shopper friendly, which will lead to leaving positive impression and perceptions of shoppers.
Discounts and New Products and Products Assortments:

To make a mall attractive, under the current intensive competitive conditions, promoting a new mall and to make an existing mall be a favorite destination or continue to pull crowds is possible only when it constantly innovate and offer value in the products it offers something new or by create value in return to the customers time and offer value for the money they intend to spend. This is no USP, nor do possible by a unique winning short term strategy or only by long term strategies. There has to be a blend or combination of various factors, requires perennial flow of thoughts, broader vision, successful implementation and transformation of these ideas into successful strategies. Behind the successful operations of a mall, one would find lot of factors does play important roles. To mention a few:

❖ Launching of new products on a continual basis
❖ Making the Discount schemes more attractive
❖ Type of products vendors offer in these malls

Majority of these vendors do exist simultaneously in many malls, how do they differentiate between the malls is a matter of great concern to the mall organizers.

On the whole, the shoppers' are satisfied with the discounts schemes being offered by the malls under study.

An insight into mall promotional activities – in customer retention:

Today’s consumers are more flirtatious fazing for an increasing level of fun and variety. Anything that surrounds them for too long jades them.

To make a mall a more attractive destination, it is recommended that the in-house activities play a vibrant role, like constantly innovating and renovating the Kids entertainment zone, Novel contests organized by various product launchers, complimentary kits, distribution of free samples, bringing celebrities for the product launches, utilization of good audio visual aids including bringing strong communicators with eloquent colloquial skills needs to be explored. But everything does have cost implications but the benefits and rewards are also equally attractive.
The other side of the promotional activities is to retain their customers and regular shoppers with them, by way of the customer's privilege cards, Customer Loyalty Schemes offering nation-wide networking of retailers in dispensing the bonus points, by offering coupons like Soda coupons which can be used anywhere and by anyone is a step in the right direction.

The shoppers have mixed opinion on these issues, as they say; they are offered as eye wash and wishful thinking of a few selected sellers to promote sales of their non-moving products, or to promote sales during off-season periods. Whatever said and done, it also playing an important role with the psyche of the average Indian consumer.

Limitations of the study

- India with 29 states, with different eating habits and cultural barriers across these states, and every 200 Kilometers witness considerable differences in them. With a larger spread across other metropolitan cities in India one might arrive at results with higher confidence levels and also at trends for urban India in particular.

- The findings are based entirely upon the research that is conducted in Bangalore and hence may not be applicable to other metropolitan areas of India on counts of socio-cultural diversity and contextual forces.

- There may be a bias of some respondents might creeping into their responses.

Due to constraints of time the study is confined to the profile of consumers who are regular visitors and are well conversant with the organized retailing. While the Indian retailing still at a nascent stage and many consumers yet to form clearly and express themselves out on these malls as they are not exposed to world class and size of the malls for comparison.
Direction for future studies

Such studies need to be studied in tier II and III cities, where malls are making their headway. Rural retailing is another area, where 60 per cent of Indian consumers are located, which remain untapped to its fullest potential.

With the passage of time, this subject is gaining prominence, therefore, the marketing strategies and expansion activities of retailers needs to be watched and studied. As real estate costs of all important cities are escalating fast, how to maximize the space and make their malls more beautiful at minimal costs, store locational strategies needs worth studying.