CHAPTER NO. 6

CONCLUSION AND RECOMMENDATION

6.1. Conclusion

6.2. Recommendation
Organised retail is increasing in global era. Large retail organizations are grabbing new opportunities in various areas to grow their business. The numbers of shopping malls are growing. It has large numbers of retail outlets under one roof. The arrangement of shopping malls is like having open pedestrian walkways which are linking the main retailer’s outlets. Major “anchor store” and “tenant” are spread over the floors of shopping malls. It provides large number of employment. To become a successful organisation, planning and innovative ideas need to be generated. The survey result shows that, most of the consumers visited the shopping malls because of anchor store in it.

6.1. The Basic conclusions from the study of consumer behaviour in shopping malls of Mumbai region are:

Perception of the respondents differs depending upon their gender, age-group, occupation and income group.

1. Demographic factors of consumers have an impact on consumption pattern of different consumers. The buying behaviour of consumers is influenced by gender, age, marital status, educational qualification, occupation and average monthly family income in shopping malls.

2. The gendered nature of consumer’s conventional buying emerged clearly – female buyers prefers emotional and psychological involvement, whereas male buyers focus on efficiency and convenience while shopping. Female shoppers are more price conscious than male while shopping in shopping malls.

3. In Mumbai city the frequency of visit to shopping malls is almost once in a week as far as teenager customers are concerned. Shopping Malls also provide the youth, shopping with dinning. The present study revealed that age of the consumers affect their buying behaviors, frequency of visits, time spent and money spent. Young consumers frequently visit the malls and spend more time at the shopping mall.

4. The study also revealed that married consumer shop more than unmarried counterparts. Unmarried consumers do not have much consumption as they have less number of family members.
5. Graduate respondents spend more time in shopping as compared to postgraduate shoppers in shopping malls. This shows that level of education of consumers and increasing value influence the ability to purchase goods and consumption behaviour.

6. There is dynamic change in occupational pattern of male and female consumers. Now, there is a role reversal man doing shopping and women are the “bread earner”. This role setback has lead to different purchasing pattern, uses and responsibility by consumers.

7. The study revealed that there was a significant association between shopping in shopping malls and average monthly family income of consumers. As family income level increased, the preference for local open market decreased.

8. Not only demographic but also cultural factors of consumers viz personal value, preferences, likes and dislikes, beliefs and attitudes and sociological factors viz peer group, family friends, co-workers and neighbours affects consumer’s behaviour.

9. Shopping Malls are a single point shopping place for food, entertainment and shopping. Few consumers visit shopping malls once in six months, only during festival season or at the time of heavy discount offer. Consumers with their family, visit these malls having attraction for all family members, particularly their children during summer vacation. Phoenix shopping mall at Kurla has great attraction for children due to “Snow World”. Parents unable to take their children to tourist places like Simla, Kulu, Manali where there is snowing during the season, are taking their children to such artificially made, “Snow Word” to give the effects and entertainment of snow fall at reasonable price in Mumbai only.

10. Due to overcrowding during festival season and at the time of heavy discount offer many consumers avoid going to shopping malls.

11. Many consumers visit shopping malls to check discount offers. Shopping malls collect contact details of consumers and inform them about various discount offers and schemes via call and SMS services. Developed technology is been used to marketing products and services.
12. Shopping in shopping malls provides social interaction like meeting with friends and mingling in the crowd and spends time for consumers.

13. Special events do impact the customer footfall in shopping malls and enhance the level of satisfaction of customers.

14. Time spent in shopping malls depends upon the purpose of visit to shopping malls. If visit is for just window shopping, than they spend around two to three hours. For buying reasons three to four hours and if go for movie than only three to four hours. Shopping trips by men are shorter than made by women because men spend less time in checking for the products, they move quick through shops and have less choice. Generally, consumers looking for a specific brand or new trend go to shopping mall.

15. Visit to shopping malls may be a remedy for loneliness or boredom in case of general public. Many visitors visit shopping malls just to kill their spare time, specially single person. Shopping malls are developed in area of 2,00,000 sq. ft. to 4,00,000 sq. ft. with different anchors and tenants, person can easily spend of time of 3 – 4 hours in visit of a shopping mall.

16. Various branded goods are available at different price and at discounted price, this facilitates on the spot comparison. Availability of international brands attracts more consumers. Brand builds long term quantity demand and adds value that encourages customers to re-visit the shopping mall. Customer’s satisfaction would have to be given utmost care since the local brands will be competing with the international brands.

17. Proper display of product on shelves in stores attracts more consumers towards shopping malls. Many customers like ambience, decoration, display and lighting. Most consumers care about convenience plus good deal to save money, not to admire the décor of shopping malls.

18. Consumer prefer to visit shopping mall because required goods are available under one roof, centralised air conditioning, drinking water facility, toilet facility, and food court, etc are available. Malls are one-stop destination for family entertainment.
and for enjoying the fun of shopping and outing. There will also be an effect on the
type of pricing policy that is adopted by shopping malls, since allowing discount on
major goods.

19. The shopping malls are located in heart of city area, so customers can easily
access the shopping mall. In metro city like Mumbai availability of transport is
important.

20. Parking is a major problem faced by retailers as well as customers in
Mumbai. The focus of shopping mall is to provide comfort to customers in best
possible way. The parking facility provides security to their vehicles, this is the most
important factors for buyers to visit shopping malls. If, shopping malls ignore parking
place facility, shopping malls will lose good numbers of valuable customers.

21. Layouts persuade the consumer’s shopping behaviour and perceptions. The
Consumers’ product buying decision can be encouraged or waived, by the type of
shopping malls layout. Lighting is mood setter and useful in the production of a
desired ambience. Proper merchandising ensures the successful sale of products.

22. Customers are enjoying fun and entertainment at the time of shopping.
According to the perception of the consumers of Mumbai city, the impact of ambience
will be quite favourable for sellers. Shopping malls ambience makes the shopping trip
pleasant, comfortable, and enjoyable for the customers. A novel atmosphere excites
them, and they feel happy while shopping.

23. Price of the products affects demand in the market. Majority of the customers
are pricing sensitive of the products and services available in shopping malls.
Customers who are loyal to the particular Brand are lesser prices sensitive and they
are ready to pay the prescribed price for their required brand. In case of superior
quality of a product, customers are lesser price sensitive. Price is the value and benefit
paid for utility of product.

24. The entertainment attribute influence Mumbai’s consumers towards shopping
malls and have a positive impact on frequency of visits and time spent in shopping
malls.
25. Coupons and discounts offered by normal shop are very less as compare to shopping malls. Discount is shopping malls on Branded products goes upto 40 per cent to 50 per cent.

26. Shopping malls are creating relationship marketing by collecting various details of customers such as Birth date, Anniversary date, likes and dislikes of customers. It is observed that they make availability of extensive and current information about various offers available by mailer and flyers. This is one of the most important factors which influence customers to shop.

27. Consumers choose after sales service like gift wrapping, courier, gift delivery facilities available in shopping malls, if they are free as well urgency of delivering goods. Many times due to additional charges consumers refuse to use such facilities. Sobo Central Mall and Raghuleela Mall has separate counter for gift wrapping.

28. The locker facility provides a sense of customer’s security and is another important factor for buyers to visit shopping malls. Sometimes locker facility is not safe and often goods get misplaced or mixed with other goods in shopping malls. Convenience and customers’ service influence the willingness to buy.

29. The survey results confirmed that shopping malls visitors varied in their level of satisfaction across the various modern method of providing services. The consumers are satisfied with quality of services rendered by Shopping Malls.

30. The shopping malls in Mumbai have brought a new set of challenges with reference to managing a diversified group of consumers. More number of job opportunities is created due to adoption of modern method of distribution of goods. Many people get employment at different level in mall management. From Tip to Top many personnel are employed for achieving target sales.

31. Shopping Malls recruit people for security, cleaning and sweeping, hospitality, administrative and accounting jobs, which in turn gives goods employment opportunities in economy.
32. With increasing footfalls in shopping malls in Mumbai, Mumbai’s customers are enjoying their shopping in shopping malls with fun, entertainment and dinning while returning home after their shopping from shopping malls.

33. Consumers possess a positive attitude and a strong desire towards the products and services offered by the normal shop and exhibit high level of repeat purchase from the normal shop.

34. Consumers usually avoid going shopping from normal shops when normal shops are crowded. Crowded and rushy street of market reduce moral of buyers to buy the goods and services.

35. Free home delivery has an influence on consumers for normal shop. Normal shopkeeper only offers free home delivery service. Departmental store as an anchor in shopping malls do provide free home delivery, but within the restricted area only.

36. Normal shops provide payment and credit facilities, after sales services etc., No shopping malls provide credit facility. By this way for lower income group consumer buying on credit basis from normal shopkeeper is more benefited.

37. Changing room or trial room is not available in normal clothing shop. Changing room or trial room is like star in sky adding more attraction to buy perfect cloths as require in styling and fitting.

38. Discounted price, Buy one, get one free, free trial pack of new products affect consumer buying behaviour.

39. The survey result shows that, the shopping mall visitors were satisfied with the services rendered by shopping malls as compared to normal shops.

40. Studies of this kind conducted at the micro level, especially in other metropolitan cities, would definitely help policy makers in understanding the problems and prospects better. This would enable them to frame guidelines addressing the critical issues with the major aim of benefiting society at large.
In Mumbai city retailing is very famous market from where customers buy their daily requirement of goods such as grocery item, garments, grooming services like haircut, beauty care, etc from normal shop. They buy grocery from kirana shop, garments from garment shop, haircut in a saloon, beauty care products from cosmetic parlour.

This study will help the shopping mall’s sellers to restructure their offerings and to design new marketing strategies as per Mumbai city buyer’s behavior. Many MNCs are looking at markets in Mumbai, through FDI in retail sectors. This study will help them in understanding the behavioral pattern of Mumbai’s consumers and the factors that influence their purchasing decision.

This study will also provide the guidelines regarding the most preferred variables for a customer and the effects of the same on the purchases of the customers.

6.2. Recommendations from study:

1. With increase in the size of population, certain geographical areas are populated by customers with distinct characteristics of demand and consumption pattern. Therefore, product available in shopping malls should be as per the requirement of different gender, age, marital status, educational qualification, occupation, average monthly family income, etc. of customers.

2. Apparently there is difference in buying pattern of customers of different gender. Shopping malls should maintain the record of people visiting their mall according to visited gender. They should make goods and services available as per the requirements of people visiting very often.

3. Children, teenagers, young crowd, middle age group customers and senior citizen all are visitors of shopping malls. Requirement of all age group should be provided by the malls. Children like amusement, teenager needs gaming zone, young crowd need grooming facilities, middle age group customers like eatery and senior citizen are conscious about health product. All these facilities and products should be made available at the malls.

4. Shopping malls need to focus on requirements of working women as they visit malls frequently and do their shopping from shopping malls.
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5. It is observed that FMCG are not brought very often by customers from the shopping malls. This area need to give special attention by shopping malls managers. This can be increased by various promotion strategies when customers visit shopping malls to purchase one product, automatically other goods will also get sold. Promotional offers like lucky draws, movie tickets, and discount coupons motivate consumers to visit shopping malls frequently.

6. Earlier limited brand products were available, But after introduction of LPG policy in 1991, there are number of brands available in the market. Though Indian customers are brand loyal, still they like to try new brands, therefore various brand product of same line must be made available in shopping malls. This gives wide choice to customers visiting shopping malls.

7. Fashion is one of the determinants of demand for product. Fashion keeps changing at certain interval. “Today’s novelty is tomorrow’s junk.” Best example in technological changes is mobile phone. New, latest and unique product must be available as early as possible to pull more crowd and mutual growth of business.

8. More attention should be given on display of products by using different theme, colors or size that makes them more attractive. The colour and lighting of the store must be pleasing and attention grabbing for the shoppers. Merchandise can be highlighted by directional lighting or with the combination of low-voltage systems. The use of sophisticated lighting system allows adopting the ambience at regular interval.

9. Shopping Mall’s layouts should plan in such a way that allows proper movement around the mall. The use of lighting, music, colour and flooring should be in right combination. Lighting is mood setter and useful in the production of a desired ambience. Good ambience like category wise display of goods, good aroma influences the senses of the customers. It has a soothing effect on the customers.

10. The consumers are still price sensitive, the marketing managers need to maintain a low price and high quality of products for the consumers.
11. Consumers expect novelty from shopping malls. Superior quality and variety of products must be introduced at shopping malls.

12. Quality of sales personnel plays a vital role in shaping up the store’s image. The number of sales personnel employed, their friendly nature, and courteous behaviour help store to grow better and attain high profit. Each product category should have separate designated sales personnel to assist customers in clearing all queries. Sales staffs must have persuasive attitude and willingness to motivate buyers to purchase products.

13. Parking facilities also need to be taken care of to increase the footfalls to the shopping mall. Along with parking place P.U.C. checking, air checking and cleaning service must be provided to customers.

14. Music must change as per the suitability of shoppers from time to time in shopping malls.

15. More cash counters should be opened, cash counter handling less quantity of goods should be separate. For elderly consumers separate cash counters should be opened. Temporary seating arrangement should be made near cash counter especially for senior citizens. Shopping malls with limited cash counter must offer token number for customers standing in long queue.

16. Eco friendly goods must be promoted. Shopping Malls should avoid selling harmful or dangerous products. Use of plastic bags must be restricted. Use of environmental friendly bags should be promoted. Customers should not be charged for carry bags.

17. Various marketing strategies must be adopted to improve the business in shopping malls. Functional area such as changing rooms, restaurants and play points should use required space.

18. Free and safe drinking water facility should be made available to consumers in shopping malls.
19. Famous anchor stores should be included in shopping malls. Shopping malls should have attractive anchor or tenant mix like Shopper’s stop – Departmental store Zodiac and Park Avenue – Specialty store, Sahkari Bhandar and Apna Bazar – Co-operative store, McDonald’s and KFC – Franchisee.

20. In addition to the above points, the following suggestion of customers should also be included for better business:

- Should have more wifi zones
- Should have smoking zones
- Should have Auto rickshaw / Taxi Stands
- Should have heath centre / gymnasium
- Should have doctor dispensary/clinic
- Should have ample ATM machines services
- Should have pet attendant
- Should have adequate facility for senior citizens and physically challenged people
- Should have more sitting lounges
- Should have TV screens
- Should have earthquake resistant building
- Should have people movers likes electric cars, moving sidewalks

21. Since shopping is still a touch-feel-hear experience, the retailers need to create a similar environment in their normal shops.

22. The beliefs, attitude and stereotypes influence perception of consumers towards normal shops must change.

23. The discount offers have to be given keeping in mind the lifestyle and income level of the shoppers in the region where the shop is located.

24. The retailer should introduce automatic vending machine in normal shops in order to provide other services.