

A Study on Influence of Marketing Mix Dimensions on Performance of Shopping Malls (With Special References to Kerala's Selected Shopping Malls)

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Abstract

The retail division specifically shopping centers shapes a basic component of a network's monetary and social welfare. It gives customers items assortment; esteem for cash, accommodation and recreational administrations. Anyway the part is presented with difficulties of serious challenge and complex customers' conduct. The reason for the investigation was to set up the impact of showcasing blend measurements on execution of shopping centers. The particular destinations included seven promoting blend measurements for example item, spot, cost and advancement, individuals, physical proof and procedure which framed the autonomous factors. The customers' buy choice a yield of purchaser conduct was consolidated to take a directing impacts between the showcasing blend measurements and shopping center execution.

Keywords – Dimensions, marketing mix and shoppers

I. INTRODUCTION

The cutting edge shopping center idea in India was at first not an incredible achievement. Shopping centers in India, which began during the 90s, similar to the Crossroads Mall, Mumbai, arranged in the core of the city and made stopping for the customers around then a bad dream as there was no appropriate stopping office. Individuals found the idea of shopping center shopping somewhat difficult to process. The separating and measuring of the outlets were likewise not very customer well disposed. Today Indian shopping centers have developed in both number and standard. By 2013, the number of shopping centers in India was 570 and this year it is said to hit 750. Today shopping center engineers can

make shopping a much charming shopping involvement in better shopping center administration. There is a wide assortment of items one can buy from a shopping center and furthermore appreciate some amusement offices that they have. Most shopping centers have an assortment of nourishment that you can appreciate in their nourishment courts. It very well may be said that media and brilliant promoting has likewise helped change the view of shopping centers among the buyers. These elements have to some degree helped shopping centers become an accomplishment in India

SHOPPING MALLS OF KERALA

Like wherever else, the idea of shopping centers in Kerala is the same as practically every one of them have at least two stay stores. Shopping centers are the place retail shopping is joined with amusement. Shopping centers offer a plenty of attractions—are it universal brand items, nourishment and refreshments, stimulation quarter; everything in a shopping center is more alluring and captivating. Individuals regularly go to shopping centers for relaxation time excitement as opposed to require driven. Since there is a wide assortment of items that fluctuate in cost and quality, shopping centers are profoundly populated by both the white collar class and the high society. In Kerala the white collar class is quickly developing with higher optional salary. Youths are happy to pay cash for extravagance and stimulation. This has helped in the development of shopping centers in Kerala

Effect of shopping centers in Kerala

The retailing division of Kerala which gave positive indications two years back is presently taking a slight plunge as a result of web based shopping. Be that as it may, with the assistance of some creative advertising, shopping centers are anticipating better business in coming years. All things considered, the entire idea of shopping has changed as far as arrangement and buyer purchasing conduct after the presentation of shopping centers. Today individuals never again depend on sources outside the state or nation to buy marked results of their enjoying. Shopping centers have carried these brands to our state, Kerala. The ascent of number of shopping centers is proof of buyer conduct being ideal to the developing sorted out portion of the business. Present day retail has entered Kerala as found in rambling strip malls, multi put away shopping centers, excitement and nourishment courts. Because of these elements, the importance of shopping has changed. Individuals presently don't simply buy in light of the fact that there is a need for it. Publicity has a great deal to do with it too. Before shopping

centers had an effect on Kerala there has been constrained research on the shopping propensities for customers in Kerala. A need to comprehend their expending design wasn't required. Be that as it may, today retailers are quicker in comprehension and are hoping to raise the stakes. A decent percent of Keralites travel to another country to work. As referenced, extravagance shopping was something they would do from that point. Yet, today shopping centers in Kerala furnishes with nearly everything that they could buy from abroad. Individuals never again take the strain to buy from outside the nation and stress over paying the obligation for it or the strenuous demonstration of delivery it in. Retailers are currently centered around understanding the requirements of Kerala purchasers and plan as needs be. Shopping centers have additionally expanded the openings for work in Kerala essentially. Kerala having the most noteworthy proficiency rate in the nation greets these open doors wholeheartedly as the open doors for adolescents who wished to work in their old neighborhood have now expanded

Selected Malls in Kerala

Hilite Mall

Hilite Mall, Calicut one of the biggest shopping center of India is arranged in the city of Calicut, in the province of Kerala in southern India. The shopping center is situated in Palazhi sidestep intersection on the National Highway 66(old numbering NH 17) (NH 66) sidestep where NH sidestep meets Pottammal-Pulaski street. The shopping center conceals an all out assembled zone of more than 100000 square feet and it is being developed as a piece of the HiliteCity, a coordinated township venture from Hilite Builders. The shopping center has 2000r more marked retail outlets, 32 Escalators, 18 lifts, 4 Travelators, 8 screens Multiplex from Cinopolis, Food court, Gaming zone and soon.

Lulu mall

The Lulu Shopping Mall is the biggest shopping center in India, situated in Edapally, Kochi, and Kerala. It is based on a zone of 3,900,000 sqft, with all out zone for shopping center alone at 1.7 million square feet and the rest of the bit for a top notch five-star inn oversaw by JW Marriott Hotels. opened on 10 March 2013, the shopping center comprises of nourishment courts, cafés, family amusement zones. They have 215 outlets in their shopping center. The shopping center has most likely become the milestone of the city. The nourishment court in the shopping center can situate 2500 individuals one after another. It has the biggest ice skating arena in South India and even has a bank inside it. It is presumably the best structured shopping center in the nation as well. The stay stores of the shopping center being, the Lulu Hypermarket, which is additionally one of the biggest hypermarket in the nation and the other grapple stores being Lulu Fashion Store, Lulu Connect, Lulu Celebrate, PVR Cinemas and Spark's.

Oberon Mall

oberon Mall is a shopping center situated in Kochi and the present second biggest way of life shopping center in Kerala in activity. The shopping center opened officially on March 2. It is based on a zone of 426,000 sqft crosswise over five stories of shops and office spaces and concealing grounds of to 6 sections of land. The shopping center is one of the busiest shopping roads for the city. They have 8 stay stores, nourishment court, multiplex, game focus and furthermore has a wax historical center that has 40 wax figures.

Mall of Joy

Shopping center of Joy is a 200,000 square feet Jewelry shopping center that began in Thrissur, 21st April, 2014. This shopping center of universal guidelines is a venture by Joyalukas Group. other than Jewelry outlets, there are stores of beauty care products & perfume, infant shop, cutlery and way of

life items, silver adornments, blessing things and embellishments, hardware and home apparatuses, footwear and Joyalukkas' cash trade accessible in the shopping center. The grapple outlets of the shopping center are Joyalukkas Jeweler and Jolly Silks.

Focus Square Mall

Focus Square Mall, Kochi is arranged in the core of the city, M.G. Street. The shopping center is spread crosswise over 500,000 square feet. The shopping center has numerous universal brand outlets and has a game zone and nourishment court. The parking spot can encourage 500 vehicles and 500 bikes one after another.

Cove Pride shopping center

Kochi's Bay Pride shopping center is one of the top most shopping center in Kerala. Around 21,000 square feet with two stories developed on 97,000 sq ft. Narrows Pride Mall is a venture under Abad manufacturers. The shopping center is confronting the Arabian Sea and has incredible view. The showrooms of national and universal driving brands have a decent blend in this shopping center and makes shopping a lovely encounter. There is a game zone, a music zone and furthermore a nourishment court in the shopping center

Nucleus Mall

Core Mall, Maradu, Kochi is a 140,000 sqft shopping center with retail space spread more than 4 stories and 133,000 sq.ft of office space spread more than 6 stories. The shopping center is situated in the creating rural of Kochi, Maradu, close Thripunithura. It is India's first Leadership in Energy and Environmental Design (LEED) guaranteed gold appraised green shopping center. Alongside numerous national and worldwide brand stores, the mall has ensemble corridors, a multiplex and nourishment courts.

OBJECTIVE OF THE STUDY

- i) To build up the degree to which item blend measurement influences the presentation of shopping centers
- ii) To decide how spot blend measurement influences the presentation of shopping centers .
- iii) To look at the impacts of advertising blend measurement of the exhibition of shopping centers.
- iv) To set up the directing impacts of customers buy choice on the connection between showcasing blend measurements and the exhibition of shopping centers Nairobi Kenya.

Research Hypothesis

The examination looked for data to test the accompanying exploration speculation:

- i) H01: The item blend measurement has no measurably huge impact on the presentation of shopping centers in Kerala
- ii) H02: The spot blend measurement has no measurably huge consequences for the exhibition shopping centers Kerala.
- iii) H03: The value blend measurement has no measurably huge impact on the presentation of shopping centers Kerala.
- iv) H04: The advancement blend measurment has no factually noteworthy impact on execution of shopping centers.
- v) Ho5: The individuals blend measurement has no measurably huge impact on execution of shopping centers in Kerala.

Sample size

The examination utilized stratified inspecting technique in the drawing the example. on the off chance that the populace from which an example is to be drawn doesn't establish a homogenous gathering, stratified inspecting method is commonly

applied so as to acquire an agent test (Kothari, 2004).

Research Methodology

The examination utilized stratified inspecting configuration to decide the example size and basic arbitrary testing strategy to get the example of respondents' from customers and occupants. In directing the exploration, essential information was gathered through utilization of organized polls. Expressive and exploratory research configuration was utilized in the investigation.

Research Design

This examination utilized spellbinding and exploratory research structure. Expressive configuration is valuable in acquiring proof with respect to a current or current marvel (Churchill and Iacobucci, 2005). The examination utilized cross sectional research plan as it included a one-time association with respondents as it empowered the analyst accumulate information, information and convictions of the whole populace under investigation (Combo and Tromp, 2006). The decision of this plan is educated by the need to permit a superior understanding that helped the analyst to set up the situation, as they exist at present, of the originations and estimations of the examination theme (Kothari, 2004).

STATISTICAL ANALYSIS

ANOVAthe Product Mix Dimension

Model	Sum of square	df	Mean square	F	sig
Regression	13.938	1	13.938	154.833	.000
residual	14.133	157	.090		
total	28.071	158			

RESULT

To determine how best the regression model fits our data, Analysis of Variance on the coefficient of

determination (R^2) was calculated. An F value of 32.647 ($P < .001$) shows that the model is suitable at 95% confidence level.

ANOVA TABLE PLACE MIX DIMENSION

Model	Sum of square	df	Mean square	f	sig
Regression	13.938	1	13.938	154.833	.000
residual	14.133	157	.090		
total	28.071	158			

RESULT

To determine how best the regression model fits our data, Analysis of Variance on the coefficient of determination (R^2) was calculated. An F value of 154.833 ($P < .001$) shows that the model is suitable at 95% confidence level.

RECOMENTATION

The shopping malls managers should incorporate marketing mix strategies in their corporate plan. This will help in attracting and retaining shoppers; improve on service delivery and quality and ultimately influence shoppers purchase decision. In addition, they should motivate and develop mall attendants as they impact and influence service delivery and quality. They should create programs that link to shoppers needs with corporate objectives and communicate the same to their employees. The investors should ensure that the malls are strategically located; moreover they should be connected to public road system for easier accessibility by shoppers within and beyond the catchment area. The malls to be regarded as attractive by shoppers, they must possess some of these attributes i.e. ambience, ample parking, safety and security, entertainment, availability of international stores branch. Moreover, these attributes influence shoppers perception of service quality, patronage and purchase decision. The mall managers should also understand, predict and incorporate shoppers' behaviors in their marketing mix strategy

as it is a combination of both hedonic and utilitarian in nature.

CONCLUSION

The general objective of study was to investigate influence of marketing mix dimensions on performance of shopping malls in Kerala. It was guided by seven specific objectives including; To establish the extent to which product mix dimension influence the performance of shopping malls ; To determine how place mix dimension influence the performance of shopping malls in ; To examine the Kerala influence of Kerala price mix dimension on the performance of shopping malls in Kerala; To examine the influence of promotion mix dimension on performance of shopping malls in ; To establish Kerala the extent to which people mix dimension influence the performance of shopping malls ; To determine how Kerala physical evidence mix dimension influence the performance of shopping malls in ; To examine the influence of process mix dimension on performance of shopping malls in and Kerala to establish the moderating effect Kerala s of shoppers purchase decision on the relationship between marketing mix dimensions and the performance of shopping malls Kerala.

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