Impact of Mall Strategy on Customer Behavior using Statistical Tools

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ABSTRACT

Current growth of sensory marketing indicates the appearance of a new era in the field of marketing: an era in which the five senses of consumers will be the focus of marketing strategies and techniques. That's why marketers, free from mass marketing and advertising practices, use new, stimulating and innovative procedures to impact and influence the customers. Nowadays, Most of the people visited to malls therefore most of the marketers have opportunity to invest in money in mall. For the good services provide to customers, we have known what their needs. Customer's behavior is to study of human response to product and services. We have collected the 250 samples from malls and apply some statistical tools. The overall conclusions are most of the people preferred to visit first D-MART and second Star-Bazar. They visited by monthly but in age group 15-30 visited frequently.

Keywords: ANOVA, Z-test, Mall-strategy, behavior, p-value.

INTRODUCTION

The first mall culture is started in North- America. Mall means that the various products or shops in the one building. The mall culture saves our time. India is one of the emerging markets in the global economy. This advancement has given rise to a new sector in the country in the form of retail industry. The globalize market means that larger market stood for the place where buyers and sellers gathered to exchange their goods. The sellers send goods and services and communication to the market in return they receive money and information.

In Kolhapur city the mall culture is started from 2007, the first mall is Big-bazaar then D-mart, Star-Bazaar, Reliance, DYP-city. From this malls we have to select four malls that is D-mart, Star-Bazaar, Reliance and DYP-city. Marketing thinking starts with the fact of human needs and wants. People satisfy their need and want with goods and services. The consumer means that "Anybody who chooses goods and services spends money to obtain them and uses to satisfy his or her own needs". Consumer behavior obviously refers to the behavior of consumers in deciding whether to buy or to not buy, whether to use or not to use, whether to dispose off or not dispose of products which satisfy their needs. Consumer behavior also refers to the use of scares resource like time, money and efforts on consumption items.

As marketers and future marketers, it is important for us to recognize why and how individuals make their consumption decisions, so that we can make better strategic marketing decisions. If marketers understand consumer behavior, they are able to predict how consumers are likely reaction to various informational and environmental causes, and are able to shape their marketing strategies accordingly. Without doubt marketers who understand consumer behavior have great competitive advantage in the marketplace.

Objectives
> ➤ To compare the facilities provided by the different malls.
> ➤ To find Mostly purchasing item's by people in malls.
> ➤ To study how much money spends by consumers in shopping Mall.
> ➤ To find any relationship between annual income and type of Payment.

METHODOLOGY

The main object of our article is to study the consumer buying behavior about retail mall in Kolhapur city. So for this project we have collected data from various malls in Kolhapur city by using simple random sampling method. For this