

## INNOVATION IN MARKETING TACTICS AND STRATEGIES OF SHOPPING MALLS TO GRAB THE ATTENTION OF THE MASS CUSTOMERS IN MID OF THE WEEK

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### ABSTRACT

*In the modern age, the shopping mall has become a necessary place to visit, by the number of shoppers. The shopping mall provides multiple things at one place and customers need not run to many shops to buy different things. This will help the customer to save time and have huge impact on their lifestyle. The trend of shopping malls has first spread in the major cities of India then later to other cities as urbanization has increased. This is because of changed demographics, aging, living culture of people with increased need to socialize and come together at one place to fulfill their social needs and lifestyle demands. In such kind of situation, malls offer a great watering hole to attract the customers, especially in cities where other public spaces are not safe. The exponential growth of online shopping has posed a great risk to shopping mall culture because the customers are shifting their focus to online shopping, to reduce the physical strain associated with visiting the shopping malls. As foot print has drastically reduced in malls due to online shopping, malls have adopted innovation in their marketing tactics and strategies. Many malls provide attractive offers and huge discounts to customers to attract and increase the sale. Generally, the sales on weekend will be high compared to midweek. So, to boost the sale in mid of the week, majority of malls have introduced the concept of "Wednesday special offers and discounts".*

**Keywords:** Shopping Malls, Wednesday, Customers, Marketers, Online Shopping.

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### Introduction

In the modern age, the shopping mall has become a necessary place to visit, by the number of shoppers. The shopping mall culture has its origin in U.S and has changed the entire atmosphere of shopping world in the society and the trend has caught up around the globe. Shopping mall provides all things at one place; therefore, the customer needs not run around to so many shops to buy different required things. This helps customers to save their time and also impact lifestyle.

The trend of shopping malls has first spread in the major cities of India then later to other cities as urbanization has increased. This is because of changed demographics, aging, living culture of people with increased need to socialize and come together at one place to fulfill their social needs and lifestyle demands. In such kind of situation, malls offer a great watering hole to attract the customers, especially in cities where other public spaces are not safe.

In spite of demand from customers, the malls are increasingly facing several challenges in the last two to three decades of their existence, and time has come for malls to rethink about their tactics and strategies to ensure survival and growth. Earlier a wave of global trend of shopping malls has ushered in lifestyle changes but now, when consumers visit malls, they are searching for greater experiences that are not offered by conventional shopping.

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Recent developments in technology have made online shopping more convenient and easier. Of late online shopping curve is growing tangentially due to growing number of internet enabled smart phones in people's hands. This has become a foremost concern for the mall marketers as people opt for online shopping leading to the recent decline in the growth of shopping malls. Different studies have acknowledged that there will be definitely an impact on physical visit of customers to shopping mall in coming future. Thus, the expansion of online shopping is posing a greater threat to shopping mall business because the customers are shifting to online shopping to avoid the physical strain to visit the shopping malls.

Yet, online shopping cannot totally substitute the physical experience provided by visiting a mall and also does not give the satisfaction of physical touching the goods. That is why still large number of customers prefers to visit shopping malls to take the trial of the products they would like to purchase such as clothes, have a glance at electronic goods and test and select the grocery items.

To overcome the competition from online shopping and to increase the foot fall of the customers in the malls, shopping mall marketers have designed many innovative tactics and strategies for attracting the attention of customer.

One of the innovations in marketing tactics and strategies that have been observed is that the shopping malls provide different kinds of offers and huge discounts to the customers to facilitate the purchasing. Generally, the sales on weekends are always high compared to mid of the week, therefore, to boost the sale in mid of the week the shopping malls have strategically introduced giving special offers and discounts as part of Wednesday sales campaign. Apart from this, other possible reasons for introducing mid of the week sales promotions could be-

- Cut throat competition has been taking place between the different shopping malls, like Big bazaar, Spencer, Rathnadeep, More etc.. Hence to counter the competition, each and every shopping mall is offering attractive discounts on Wednesday.
- To dispose the old stock in malls, as part of the clearance sale, will offer a wide variety of discounts on Wednesdays as compared to other days of the week and weekends, and also to renew with new stock on Thursday
- Usually Wednesday is the day when customers will have leisure time to do shopping, compared to starting of the week and end of the week.

Thus, it is a marketing strategy to attract the customers with huge offers and discounts to induce customers to pull out the money from their wallets but actually none of the offers and discounts is money savers for customers.

#### **Need for the Study**

The study shows why the customer prefers shopping on Wednesdays? Why shopping malls provide more discounts on Wednesday? What are the marketing tactics and strategies behind Wednesday sales? Thus, I conducted a study on Wednesday markets by different shopping malls. The research is also important to identify the market size, growth and Market potential of supermarkets.

#### **Objectives of the Study**

The objectives are framed on need of the study and ascertained. The Objectives of the study are as follows:

- To identify innovative tactics adopted by marketers to grab the attention of the customers.
- To evaluate the customers attitude towards Wednesday bazaar and the perception of the customers
- To identify the pleasure level of customers through Wednesday offers and discount.
- To analyze marketing strategies played by marketers to increase sales of mid of the week.
- To study the targets fetched by the marketers through Wednesday sales.

#### **Methodology of the Study**

The data has been collected from primary sources through observation method, questionnaire method and interview method. The secondary data has been collected from different books, magazines and journals like The Week, The economic and political weekly, RBI Reports, Economic survey reports, and different newspapers like Times of India, The Hindu, Economic Times, Business line, websites, etc.,

### **Scope of the Study**

The study was restricted to the area of Hyderabad constituency limits. I have taken the samples from the customers and managers of supermarkets in some areas of the city. The target of the study was to know about Wednesday sales in shopping malls. Even though there are many sales/offers in shopping malls, the current study is focused mainly on Wednesday sales only.

### **Customers Experience and Excitement doing Shopping at Malls**

Nowadays shopping malls are providing good shopping experience and excitement to its customers by providing better customer services. Generally public come out of the house for joy and entertainment, to have relaxation and to forget their worries and work burden which takes them to shopping and large social gatherings, festival offers and discounts, entertainment to kids by providing game zones, and the best place to the marketers to launch the products in shopping mall because big gathering of people come together and spend number of hours with their family and friends especially kids enjoy more at shopping malls because of excitement of games provided at shopping malls.

Shopping malls today have become center of attraction for tourists, whenever people come from different places to visit a place, first they give priority to shopping and prefer to shop at that place of visit as they find different things at one place at shopping malls like food, groceries, clothing, electrical, electronics, leather items and also locally made products to take back as memento back home. Shopping malls are the replica of local to international world.

### **Some of the Advantages of the Shopping Malls are as given below**

- Social gathering with family and friends.
- Different kinds of things available under one roof for easy purchase
- The great benefit of the shopping mall's visit is that the customers can touch and trial the products, where as that is not possible with online shopping
- To relax from mental strain and worries.
- Shopping with augmented reality ( AR)
- Classification of branded products with price tags and sizes.
- Entrainment programs for different age group people.
- Enjoying special offers and discount on special days like Wednesday offers and festivals discounts and more.
- Providing attractive games to kids to visit again and again.
- The whole day experience with good memories that include the enjoyment of different kinds of snacks, lunch, dinner.

### **Wednesday's Sales are Greater than in Other Days of the Week, what is the Tactic behind it**

When you compare the shopping malls sales of Wednesday to other days in the week, Wednesday's sales would be greater because:

- To increase the sales in mid of the week, when sale is dull in middle of the week as most of the customers prefer to do shopping at the end of the week. So, more offers and discount will be announced to the customers to attract them to keep foot falls in the shopping malls
- To sell out the old stock and to reload with new stock.
- Homemaker will have enough leisure time to come out of home to do shopping, because at the start of the week they will be busy in helping family to start the work of the week, and at the end of the week they will be busy in planning for outing to enjoy with friends and families.
- Customer's traffic in the shopping malls will be less compare to weekends, so attention and accessibility towards the customers can easily channelized.
- Customers have satisfaction in doing shopping for the value he/she paid on shopping by visually seeing and trialing the products.

### **Data Analysis and Interpretation of Wednesday Sales**

The study on Wednesday's sales has tested the hypothesis - Do people visit shopping malls on Wednesday more frequently or not. The sample size of this study was 110customers, including different age group people who visited different shopping malls at Hyderabad.

**Gender**

Options	No. of Respondents	% of Respondents
Male	40	36
Female	70	64
Others	0	0
<b>Total</b>	<b>110</b>	<b>100</b>

Table 1 From above table-1 its clearly depicting that out of 110 respondent's males are 40 and females are 70. Hence, the shopping is usually done by females rather than males.

**Age**

Options	No. of Respondents	% of Respondents
11 - 20	7	6
21 - 30	45	41
31 – 45	32	29
Above 46	26	24
<b>Total</b>	<b>110</b>	<b>100</b>

Table 2 illustrate that the age group between 21- 45 years, shows more interest to do shopping in different shopping malls

**Awareness Levels of Wednesday Offers**

Options	No. of Respondents	% of Respondents
Yes	83	75
No	27	25
<b>Total</b>	<b>110</b>	<b>100</b>

Table 3 Represent that nearly 75% of customers are aware about the offers and discounts given by the different shopping malls.

**How Customers Come to know about Wednesday Sales**

Options	No. of Respondents	% of Respondents
Through advertisement	37	34
Through friends / relatives	43	39
Through hording/newspapers	15	14
Through television	8	7
Other medium	7	6
<b>Total</b>	<b>110</b>	<b>100</b>

Table.4 portraits the Chart 39% of the respondents know about Wednesday sales through friends/ relatives, 34% through advertisement, 14% through hoarding/ newspapers, 7% through television, 6% from other media.

**Preference of Shopping Malls for Wednesday Offers from the list of Shopping Malls**

Options	No. of Respondents	% of Respondents
Big Bazaar	62	56
Ratnadeep	15	14
Spencers	10	9
More	23	21
<b>Total</b>	<b>110</b>	<b>100</b>

Table 5 describe that the large number of customers are attracting towards big bazaar i.e. nearly 56% of respondents say that the offers and discounts given by Big Bazaar give more satisfaction than other shopping malls. 21% for MORE, 14% for Ratnadeep and only 9% for Spencers.

**Criteria People use to Choose a Particular Shopping Mall for their Shopping**

Options	No. of Respondents	% of Respondents
Quality of Products	23	20
Price	18	17
Availability of all products in one place	46	42
Convenient for Shopping	19	18
Customer Service	4	3
<b>Total</b>	<b>110</b>	<b>100</b>

Table 6, It is seen that about 42% of the respondents choose shopping malls for shopping because of availability of all products in one place, 20% for quality of products, 18% convenient for shopping, 17% price and 3% customer service.

**Is the Discount rate on Wednesday Bazaar Useful for all Kinds of age People?**

Options	No. of Respondents	% of Respondents
Yes	88	80
No	22	20
<b>Total</b>	110	100

Table 7 depict that the 80% of the respondents accepted that discount rate on Wednesday bazaar is useful for all kinds of age people and 20% of respondents are not accepted.

**Is Shopping on Wednesday more Satisfying than on Other Days of the Week?**

Options	No. of Respondents	% of Respondents
Yes	77	70
No	33	30
<b>Total</b>	110	100

Table 8 reveals that the 70% of the respondents shopping on Wednesday satisfies other days in week and 30% are not satisfied.

**Suggestions**

From the above data interpretation, the following suggestions should be followed by the shopping mall marketers.

- Shopping malls should be upgraded with modernization and technology to attract more customers
- Welcome the customers with smiling faces of shopping mall staff
- Sophisticated games should be introduced because most of the kids are the deciding factors to select shopping malls and force their parent to choose a particular shopping mall.
- Staff should politely clear the doubts expressed by the customers.
- Explain clearly about offers and discounts provided to the customers who visit the shopping malls
- The advertisements of special offers and discounts should reach each and every corner of the city, again and again, through different types of media possible
- Community programs should initiate during festival times.
- Availability of internet and Wi-Fi
- If the shopping mall is not own, lease contract of building should be taken at least for 10years without disturbances due to owners' interference
- Maintain cleanliness of washrooms
- During traffic days i.e. Wednesdays and weekends provide more cash counters, to facilitate customers easy exit
- Provide better valet parking at the conveyance of the customers.

**Conclusion**

Thus, the study concludes that majority of the customers like to purchase at shopping malls because of availability of variety of products at one place, qualitative products, quantity, discount, offers, service facilities at reasonable prices which make the customer satisfied and more comfortable in visiting the malls again & again. Usually, customers shop more in the Grocery and food items department and Food and Vegetables section. These shopping malls are focused on Wednesday, because it is the middle of the week to promote more sales. On Wednesday Sales discounts are especially announced on Fruits and Vegetables.

Hence, shopping malls provide entertainment and excitement to its customers and also lure customers with more offers and discounts, provides more sales on Wednesday and weekends. But during last decade the foot fall of customers are gradually decreasing day by day because of entry of

online shopping as a cut throat competition for the shopping mall. Hence, the marketers have to modify their shopping malls according modernization and technology to attract large number of customers. Nowadays customers are very clever and they compare prices with other shopping malls as well as with online prices before buying the products, so shopping malls have to formulate innovative marketing strategies to overcome the competition of online shopping.

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