BRANDING STRATEGIES OF SHOPPING MALLS TO GENERATE IMPULSE BUYING BEHAVIOUR AND LOYALTY AMONG GENERATION Y

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ABSTRACT
The branding of shopping centres is widely used for the most common consumer goods. The power of branding has shifted from manufacturers' brands to retailers' brands. Shopping centre brands have gained a good reputation in recent years. Retailers can be classified by their retail stores and brands. There is a direct relationship between retailers and consumers. Businesses are recreating the experience of a physical mall in the digital space. Shopping and entertainment centres are growing in both urban and rural areas. They have started franchises and are only getting bigger and better to encourage impulse buying and become a staple of today's urban lifestyle. Findings would contribute to positive social change by providing a better understanding of millennial customers' brand loyalty strategies and further opportunities to increase impulse buying, sales, profitability, and retail margins. Communities could see an increase in business activity and employment opportunities, which would positively impact tax revenues.
Keywords: Digital space, Branding, shopping malls, Consumer Preferences, Retail Brands, Sales Opportunities, Impulse buying, Generation Y

Introduction

The 'branding of shopping centres' approach is well-known in consumer goods and products. Wealthy manufacturers and industrialists of consumer goods have built a brand by developing a different brand value and a long-standing reputation for good quality and class, validated by extensive publications, advertising, and other activities to support the brand. Once a brand has established itself in the minds of consumers, it takes on a unique position and generates special meaning and value. Brand awareness is the consumer's conscious or unconscious decision to buy a particular brand regularly, expressed through intent or behaviour. To build brand loyalty, advertisers must break with consumer habits, help them create new ones, and reinforce these habits by reminding consumers to buy these products and encouraging them to continue to buy these products. "millennials" refers to millennials, a generation of people born in the 1980s and early 2000s.

This is an important segment for companies using digital malls to understand inventory and warehouse management, as well as self-service and assisted checkout systems for stores. Product data such as item images, displays, descriptions, photos, and prices would be captured. Innovative services would provide customers with a more pleasant, efficient, and convenient shopping experience. Once the brand is ingrained in the minds of consumers, it takes on a very special position that gives it unique meaning and value. Brand awareness is the consumer's conscious or subconscious decision, expressed in the determination or behaviour to purchase and repurchase a brand frequently. To create brand loyalty and retention, advertisers need to break consumers' routines that help to build and maintain new habits and reinforce them by immediately reminding consumers of the purchase made and encouraging them to buy these products in the future, which can only be done through digital conversion. It's good to immediately remember who generation Y is and what they want to target and engage this age group, which offers a huge percentage of spending potential. This is an important component for companies. Marketers need to be very focused on developing strategies to capture the attention of these customers.

Why and when do people buy impulsively?
Eighty percent of all impulse purchases are made because an item is on sale. The consumer currently considers it the best and cheapest purchase. Impulse buyers buy because they are angry, stressed, guilty, or bored. They have the extra money in their pocket. Digitization attracts young shoppers to shopping malls.

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The Characteristics of Impulse Buying:
The unplanned, spontaneous, and intensive purchases by the buyer, who often ignores the later consequences
Feelings and emotions play a very crucial role in impulse buying, triggered by the sight of the product or when exposed to an advertising message.
Without prior knowledge of the product or intention to purchase it.
A kind of emotional and irrational purchase, often for the sake of pleasure, imagination, social and economic pleasure
Consumers often regret their purchase after they have bought on impulse
How marketers should take advantage and make the most of it to increase their sales.

Review of Literature

The history of shopping centres shows how planners attempted to combine physical design with social reform, leading to the development of planned shopping centres in the suburbs and cities. Leading theorists of the mall movement, Victor Gruen and James Rouse, advocated creating controlled environments that are as exciting as the city, but without the quintessential urban elements. Adaptation of techniques developed in the suburbs has helped revitalize urban commerce in city centres but has also raised new questions about the compatibility of malls with the needs of the surrounding city, Gillette (1985)

Brand-conscious businesses can use their visibility in the community to attract more customers, which can increase their sales. This awareness can also help make customers feel more comfortable when deciding to purchase the company's products or services, Aaker (1991)

Large gated malls are important institutions in contemporary Western culture, Consumer relationships with shopping malls as places of consumption using the habitat concept of ecological sciences. It is an empirical study of consumer behaviour in different shopping centres. In particular, it identifies differences in the shopping centre business patterns and identifies buying orientations that help explain these differences, Feinberg , Meoli (1991)

The term branding is familiar in consumer goods, but the power has shifted from manufacturer brands to retailers. The term "image" is more common than "brand" in the context of shopping centres, but "brand" can become more important. Firstly a qualitative investigation was done and found a significant difference among the centres. Secondly, the authors quantitatively assessed six UK shopping centres. The "strong and lively" inner city performed significantly better than the "boring" inner city, better "branded" inner cities were generally characterized by higher reach, sales, and rental income. The researchers find that brand management can pay off in terms of sales, customer base, and rental income. The concentration of retail in malls has shifted the balance of marketing "power" from branded to private labels. The brands have increased their brand recognition, Mc Goldrick (1990), Jary , Wildman (1998)

An assessment of a mall's relative strengths and weaknesses from the perspective of two shopper segments: those who prefer to shop there and those who prefer a competitive mall. An important performance technique used to analyze the data. The implications were: Multi-Attribute Approach to Understanding Shopper Segments, Parsons (2003)

The growth of the Indian consumer market and retail industry looks promising due to Indian retail market growth, favourable government policies, and emerging technologies to facilitate business. Thus, the Indian retail sector is a growing segment in terms of shopping malls. The boom in shopping malls is a clear indicator of India's economic prosperity. The 4D and 5D multiplexes and food courts, which are growing at a rapid pace, are attracting customers. The purpose was defined as shopping malls, which are usually enclosed with a cool, air-conditioned walkway between two facing strips of stores on floors, McKinsey (2007)

Nowadays, shopping malls play a dominant role in the lifestyle of people in big cities, which has greatly changed shopping habits, and shopping malls can be found almost everywhere. Nowadays people think that malls are the best place to shop or go out. They are not only a place for shopping but also a place for socializing and relaxation. Consumer behaviour towards these malls, with special attention to the city of Chennai, and finding a solution to make the shopping experience more enjoyable and profitable for the companies involved in retailing, especially malls, Sharma , Shivakumar (2012)

Despite a very good growth potential, retail in India is going through turbulent times, so differentiation becomes very important. In the apparel segment, there are several lifestyle format providers. These apparel companies offer almost the same as their competitors. Therefore, the only way to increase customer traffic and sales was to

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differentiate through visual merchandising. The objective is to find out the consumer perception towards apparel stores in Ahmedabad. The results showed why visual merchandising is important for strategic marketing decisions aimed at increasing in-store sales. specifically global retailers whether they are cautious-aggressive or aggressive-cautious, Kearney (2013)

In 2012, India's retail sector accounted for more than 20% of the country's gross domestic product (GDP) and 8% of total employment (The Indian Kaleidoscope-Emerging trends in retail, PWC, 2012). India has a growing middle class and a virtually undeveloped retail sector which are the key factors in driving global retail giants to enter new markets. This, in turn, paves the way for India in the retail sector which is growing at a faster pace.

India's organized retail penetration growth is being driven by a combination of demand, supply, and regulatory factors, which are considered to be growth drivers for the Indian consumer and retail market. In 2013, India's retail sector was valued at US$520 billion, making it one of the largest employers in the country. Grocery and groceries are the largest retail categories at 60%, followed by apparel and mobile phones (IBEF, 2014). According to the McKinsey report "The rise of the Indian Consumer Market", the Indian consumer market is expected to quadruple by 2025. Penetration of organized retail is projected to increase from 5% in 2010 to 21% in 2015 New technology makes doing business easier, Sudeep , Menaka (2015)

Digital marketing is a branch of prevalent such as: current, ordinary, regular, traditional, typical, and accepted mainstream marketing. Marketing that uses various new and evolving technologies to showcase products and communicates with customers and investors to grow business and build brand visibility, recognition, and awareness, Wymbs (2011), Koong, Liu, Bai, & Wei (2008), Zhang, Liu & Wen (2018), Waheed , Yang (2018)

Effects of a mobile augmented reality app on impulse buying behaviour with tourism research in terms of usability, perceived enjoyment, and impulse buying propensity. Live-streaming consumers are more likely to make impulse purchases due to the introduction and promotion of live streaming for a short period. A live retail impulse buying model was developed and validated in the Chinese context. The results of this work provide concrete suggestions for retailers, Do et al (2020)

The overview of the shopping centres operating in and around Pune

The Polish retail market has been in continuous development since the 1990s. As of 2020, there are 145 shopping centres in Pune with a total leasable area (GLA) of approximately 10.9 million m2. However, they show the general trends of change in the market of shopping centres in Pune. This retail form that has shown maximum growth is shopping malls or multipurpose shopping complexes. These extravagant malls are positioned as a one-stop destination for a family's entertainment, as they can not only shop but also dine at the food court restaurant and watch a movie.

Nowadays, there are more and more shopping centres, and the increasing competition between them has led to a decrease in the number of visitors. Alternatives that stimulate the impulse buying behaviour of Generation Y customers would ultimately lead to their survival despite this intense competition. Marketing research has repeatedly examined how frequently merchandise was purchased in terms of brand loyalty, service loyalty, and shop loyalty. The developing and emerging Indian retail market is facing global competition where the importance of managing customer loyalty is a management challenge for marketers.

The importance of research and the identification of the research problem

India is one of the most important countries for global retail with its current retail growth rate. More consumer spending by the young population between 25 and 40 years of age, Generation Y (more than 31% of the country belongs to Generation Y), and Strong growth in disposable income is driving the development of the organized retail sector in India. Tier 1 and Tier 2 cities are also experiencing significant changes in consumer preferences and lifestyles, making them attractive markets for retailers looking to expand their footprint.

This present article would study and focus on the determining latest trends in the malls in Pune, investment in good fundamentals of the shopping malls, top challenges faced by the mall managers, a need for the mall managers to focus on running the properties in sound and perfect condition and operating using the best practices and international standards. Thus, the question comes up, "What strategies must be formulated and implemented by mall developers and managers for shopping malls in Pune to be successful?"

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Objectives

Below are the objectives of the study:

1. To study the different shopping mall attributes for customer evaluation in selected shopping malls in Pune
2. To learn strategies for branding the mall and creating mall loyalty
3. To propose branding strategies for shopping malls and their influence on the impulse buying behaviour of generation Y.

Hypothesis

This study considers the following Hypothesis for the achievement of the objective of the research;

H1: The distinct shopping mall attributes have significance on Impulse buying amongst Gen Y customers.

Research Methodology

From June 2022 to November 2022, a direct market survey was conducted to analyze brand loyalty strategies for shopping centres. The analysis is based on preferences in shopping location choice, data on the use of mall retailers' ancillary services, digitization and service facilities, and identification of non-retail features of shopping malls that are of particular interest to Gen Y consumers to make impulse purchases. The survey was conducted in Pune using a questionnaire. Respondents were randomly selected. The survey was conducted in Pune to avoid the effect of the correlation between the place of residence and the place of shopping, and consequently, the choice of the nearest shopping mall as the most attractive place to shop.

Study population and target population (survey): 350 respondents. The population consists of adult male and female customers residing in the city of Pune. The population covered by the study is adult shoppers visiting malls in Pune.

Sampling Design

A targeted sampling technique was used to collect the data. The study used primary and secondary data collection methods. Baseline data was collected from mall shoppers using a small survey with a structured questionnaire. The secondary data collected was based on available information published in trade journals and magazines, as well as data published by retail establishments or shopping malls. The survey included 350 respondents-mainly residents of Pune. Female respondents accounted for slightly more than 60% of the total, while male respondents accounted for nearly 40%. Nearly 50% of the respondents were professionals and those with college degrees. The data was collected through questionnaires sent out by internet users who frequently buy the products. The questionnaire consisted of two basic parts, namely the demographic profiles and the basic questions. The demographic part includes seven characteristics (see Table 1), while the second part consists of basic questions with 29 statements. In the period from June 2022, questionnaires were distributed to 400 internet users. Subsequently, 370 questionnaires were returned to the authors, of which 350 were finalized after eliminating somewhat unacceptable documents. Data was collected from major cities in Pune. A five-point Likert scale was used. Data analysis methods The SPSS software package was used for data analysis. Correlation analysis was primarily used to test research hypotheses and other statistical methods

Data Analysis

In the following, the results and findings of this study are presented according to the objectives and assumptions. Attributes of shopping malls considered by customers when selecting shopping malls

1. H1: The distinct shopping mall attributes have significance on Impulse buying amongst Gen Y customers.

Gender:	Male	141	40.00%
	Female	209	60.00%
Age	23 to 25	44.1	12.60%
	26 to 30	167.3	47.80%
	31-35	62.3	17.80%
	36 to 40	31.15	8.90%
	40 Above	45.15	12.90%
Profession:	Student	113.9	32.80%
	Self Employed	23.1	6.60%

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	Working professional	200.9	57.40%
	Housewife	11.57	3.30%
Income:	Below 4 lakhs	232.05	66.30%
	4 to 8 lakhs	59.85	17.10%
	8 lakhs above	58.1	16.60%
Education:	Graduate	100.8	28.80%
	Post Graduate	248.9	71.20%
Marital Status:	Single	247.45	70.70%
	Married	89.15	25.50%
	Not Disclosed	12.95	3.70%
Impulse Buying tendency	Rarely	141.05	40.30%
	Sometimes	158.2	45.20%
	Almost every time	50.75	14.50%

Table No. 1: Demographic information

Time Spent by the gen Y respondent in the shopping malls		
Time Spend	No of Respondents	% of Respondents
< 1 Hour	118	33.7
1 - 2 hours	106	30.3
2 - 3 hours	56	16
3 - 4 hours	19	5.4
4 - 5hours	31	8.8
> 5 hours	20	5.7
Total	350	100

Table No. 2: Time Spend by the Gen Y respondent in shopping malls

The above table shows that about 79%, slightly more than three-quarters of the respondents, spend up to 3 hours in the shopping centres

Frequency of Gen Y visiting shopping malls		
Frequency	No of Respondents	% of the respondents
Once every week	65	19
Once every fortnight	118	34
Once every month	135	39
Once every 45 days and more	32	9
Total	350	100

Table No. 3: Frequency of Gen Y visiting shopping malls

The table above shows that 39%, or just over one-third of shoppers, visit a mall only once a month, but 19%, or less than one-fifth of shoppers, visit once a week. This shows that shoppers prefer shopping centres.

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Reason for Current Visit to the Mall	No of Respondents	% of Respondents
Buy a gift	48	13.71
Kill time due to digitisation facilities in the mall	24	6.86
Needed to eat	15	4.29
Buy food and drink	34	9.71
To purchase	8	2.29
Movie	25	7.14
Entertainment	56	16.00
Shopping	141	40.00
Total	350	100.00

Table No. 4: Reasons for Current Visit to the Shopping Mall

The above table reveals that 13.4 % of respondents go to malls to buy a gift or a purchase, 10% opt to buy food, 15% for entertainment, and 41.5 % for shopping. 7% for digitization opportunities in the mall. The main reasons for visiting a mall are shopping, leisure, buying gifts or shopping, and window shopping is also an important factor in mall attractiveness.

KMO Results

Before analyzing the factor structure by exploratory factor analysis, the KMO test is performed. The KMO and Bartlett tests are used to determine the adequacy of sampling the data, which are then used for factor analysis.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.756
Bartlett's Test of Sphericity	Approx. Chi-Square	8235.199
	Df	190
	Sig.	0.000

Table No. 5: KMO and Bartlett's Test Results

The KMO value was used and was greater than 0.50 (0.756), and Bartlett's test also proved significant (2 = 8235.199, df = 190) at a significance level of 0.00.

	Income	Age	Education	Frequency	Impulse
Gender	-.103*			.153**	.167**
Profession	.468**	.587**			
Marital	.556**	.763**	.158**		-.142**
Age	.682**		.181**		-.189**
Brands	-.235**				
Frequency of visit	.127**				.512**
IBT	-.113*				

Table No. 6: Correlation Matrix

*. The correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.744[a]	.537	.575	.551	.538	164.290	3	423	.000	1.678

Table No. 7: Multiple Regression Analysis

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a. Predictors: (Constant), Branding of Malls
b. Dependent Variable: Impulse Buying Tendency

Multiple regression analysis was performed to estimate the causality between the predictors and the outcome variable. The R-value of the model was 0.744, while the R-squared and fitted R-squared were 0.537 and 0.575, respectively. The adjusted R- squared value indicates the variance contribution of the model, which is 53.8%. The Durbin-Watson value for the model was 1.648, which is within the prescribed range of 1.5 to 2.3, indicating the suitability of the model for further analysis The Durbin-Watson value for the model was 1.678, which is within the prescribed range of 1.5 to 2.3, Indication of the usefulness of the model for further analysis. Multiple regression models analyzed the influence of three independent variables (mall brand and IBT) on the impulsive behaviour of millennial shoppers.

It was found that the different attributes of shopping malls are important for impulse purchases of Generation Y customers when choosing shopping malls:

One-Stop-Store, Convince, Value for Money, Entertainment, Digitalization and Specialties Retailers'

Mall branding strategies to generate impulse purchases and retain Generation Y customers at the mall
1. One-Stop Strategy: The one-stop shop offered at the mall can be a place where routine purchases are done, as well as valuable time for relaxation or things one likes to do with his family. The mall's attractive interior and exterior design, basic amenities, and vibe also play a role in impulse buying among millennials who want to spend more time feeling comfortable and stress-free.

2. Convenience Strategy: Since a shopping centre cannot be located in the city centre, it can be located in adjacent residential areas or a more pleasant and quiet area a little further from the city. Multi-level hydraulic parking can be used to solve parking problems. Unique competitive positioning, promotional and marketing activities for the entire shopping mall during the holiday season and special occasions such as Valentine's Day and public holidays. Shopping malls should have well-trained security systems and state-of-the-art digital security.

3. Mall Value Strategy: The pricing methods used by most retailers (mall stores) are price plus price, and special discounts for students, youth, and seniors. The low-price strategy can be used for small to medium-sized stores as shoppers expect better value for money from these stores.

4. Entertainment Strategy: The mall should provide a balance of key attributes such as entertainment, 4D/5DM multiplexes, grocery stores, and children's play areas. This strategy can attract shoppers, particularly those shopping with their families, and motivate them to visit frequently.

5. Specialization Strategy: Based on the mall's brand positioning and brand image in the public eye, it should contain a mix of national and global brands as well as private labels. A thoughtful selection of stores can help the centre solidify its unique position and become shoppers' first choice in the face of fierce competition.

6. Technology, the basis of success: Use new technologies like augmented reality (AR) to improve the user experience. It aims to digitally replicate a person's shopping experience in a mall. Information on the available quantity of goods. Consumers can check if the product they are looking for is available and reserve it. In addition to the quick collection of products, the service offers the possibility of individual advice in the shop and of trying out the products before buying them.

Managerial Implications
The managerial implications of this study are as follows:
1. Customers need to notice and know what is in store in a mall. For a specialty store, this would help position the store for your target audience

2. Store managers should research to understand what is happening at nearby stores in malls, and then take appropriate measures to increase customer loyalty in the stores. Reasonable strategies must be employed to maintain participation and loyalty. Store loyalty is an important factor. When customers are dissatisfied with a particular store, their loyalty to that particular store decreases, resulting in loyalty to the mall. To maintain the level, the retail manager needs to establish regular collaboration and relationships with the management of the mall and other stores in the area.

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3. In a changing retail market where malls are growing, managers need to understand buyer psychology and behaviour, which would help them penetrate their target market.

4. Shopping malls want to integrate new technologies like augmented reality (AR) to improve the user experience. It aims to digitally recreate a person's experience associated with shopping in a mall.

5. The branding of the malls and the innovative nature of this initiative will take the form of a 'virtual test room' where the customer can try to browse the products like in any other offline area of a gallery or mall. The consumer app interface will be available on the web and will also be available on iOS and Android devices in the future.

6. A combination of frameworks will support applications and a virtual platform. Addressing the critical needs of the e-commerce market, the Virtual Trial Room will be the most unique aspect of the app, allowing users to digitally try on products featured in the virtual mall.

Conclusion

- Income was found to be strongly and positively correlated with occupation (r=0.472), marital status (r−0.557), age (r=0.68), and millennial purchase frequency, which increased with age and hence the career advancement is increasing, reflecting an increase in purchase frequency.
- The age of a person was found to have a positive correlation with his or her occupation (r = 0.589) and marital status (r = 0.763), indicating the natural phenomenon that a person has advanced in employment and is more likely to marry with age.
- It has been shown that purchase frequency is positively related to gender (r=0.163). The results show that older customers buy more.
- A positive correlation was found between the frequency of impulse purchases and gender (r-0.170) and the frequency of impulse purchases (r=0.510). According to the researcher, this suggests that the higher the frequency of impulse buying experiences, the more likely the user will make more impulse purchases.
- The building blocks of a brand include building a competitive advantage, positioning it, and communicating with customers that would generate impulse purchases and keep them with the brand longer. Emerging trends can be identified based on internal historical data and customer feedback.
- From this, digitization and marketing strategies can be formulated for attributes such as one-stop shops, mall value, convenience, entertainment, and specialty services, as these attributes of malls play an important role in building mall brand image.
- These strategies aim to transform the shopping experience in malls and make shopping mall visits much more enjoyable and rewarding, which will lead to increased customer loyalty through new mall branding technologies. With the variety of shopping options and numerous channels available to today's consumers in a city like Pune, the mall needs to be top-notch in the minds of the consumers to survive in the long term.
- This study could provide multi-dimensional insights that could help mall developers and store owners position themselves to appeal to their target customer segments.

Limitations and Future Research

- The research paper suggests several directions for future research, such as research that can be carried out in different markets in other parts of India. We can't measure loyalty accurately by asking fewer questions, but we need to analyze the different factors that affect loyalty.
- Future research should examine other factors such as atmosphere, services, and accessibility, as well as other factors that can be used to design an appropriate mix of shopping centres. The size of shopping centres such as theme centres or niches can also contribute to the investigation. Gender differences and their responses can also be explored.
- Socioeconomic variables such as different age groups and generational differences can also be compared, which may be important in different product categories and influence mall loyalty.
- This study can provide insights and help shopping centre owners more effectively attract the most desirable tenants, increase customer satisfaction and expect high returns for investors.

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