

‘Co relating shopping through Experience’: An Experiential marketing investigation at Prasad’s Multiplex Hyderabad.

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Abstract: *shopping will be improvised through experience and experience is one of the most dynamic factor, shoppers when go for shopping and experience and explore themselves in a mall naturally every human being tries to co relate his desires, needs ,expectations, towards his shopping needs also aspires to shop any product or service etc due to influence of surroundings , people, friends, relatives, celebrity etc or to any instinct or any past experience hence this association to relate can be in micro & macro context micro can be individual like personal experience standpoint & macro can be from social, cultural, economic & society standpoint hence this article is focusing upon experiential marketing ,investigating the role of the term ‘Relate’ or “co relate with experiential marketing impacts shoppers shopping decisions during visit at shopping mall.*

Key words: *co relating, shopper’s experience, culture, values, reference groups*

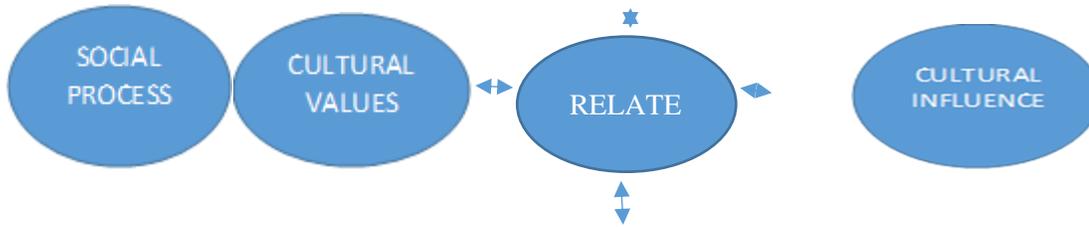
1. INTRODUCTION

Experiential marketing operates with the experience which shopper experiences at shopping mall considering these parameters when mall managers promotes mall in similar perspective then it is said to be experiential marketing. Under this context one of the important factors which shopper gives prime importance is ‘Relate’ or ‘co relating’ things, events, information, knowledge, etc from individual perspective and also holistically form social, cultural or from reference groups standpoint depending upon circumstances, events that might be based upon past, present, or future possibilities shopper tries to correlate his shopping decisions.

This concept of correlate is never-ending process, it involves lots of mental abilities, were a customer who walked in mall may correlate the experience as per his own perspectives of his life since by birth what all he has experienced. Hence technically the correlate parameters may vary from micro individualistic standpoint like personal choice, likes, dislikes, family background, education, peer group, personal life experience to macro factor experiences like country, religion, caste, language, cultural values & Societal norms etc so in these context, Shopper may relate all his experiences from both micro & macro perspective also the physical evidence, facilities, ambience, current trend etc will stimulate the shopper to take his shopping decision in a mall.

Conceptual Framework:





Interpretation of Chart:

The above chart specifies that shoppers do relate with social process like surrounding events, friends, relatives their product choices, preferences and trending style and try to adopt the same fashion. Cultural values do influence upon shopper's choice & decision also shopper's reference group's play an important role.

2. LITRATUREREVIEW

Relate Marketing

“Relate marketing actions are associated by relating the individual self to the broader social and cultural context reflected in a brand (Schmitt, 1999,)” speak about unite among supplementary crowd, which consists of lifestyle, gender, or further lengthily, other national groups. on the other hand, this upshot is not the nearly all high-flying in edifice liaison between consumers and product. The connotation of transmit marketing is to build citizens relate to other persons, the entire groups, glow cultures by product. “The rationale of connecting to others appears to be goaded by a necessitate for classification and an explore for connotation (Schmitt, 1999,)” When people portray themselves in terms of convinced personal traits, they not only portray recognition but also difference with another. Associations may be shaped with family relations or social characters.

Another Related element is cross country value. In different varieties cultures, the tactic of marketing should be insightful an adequate amount of to draw near customers and avoid the taboo. For example, the global enterprise Pepsi has been prudent in selecting the spokesmen from different areas or countries. The reason is that those spokesmen can be related to the customers' life. Customers can see the movie star that they are familiar spoke for the merchandise; not the person who is from other country that they barely know. For Shopping malls, tiny tokens and cache have continuously been introduced to consumers as offerings or keepsakes to haggard consumers nearer to Shopping malls.

Social & cultural

In his notion on emblematic utilization, Levy (1959) explained utilization products as consequential cryptograms that are suitable to accomplish the shoppers require for self-presentation. Therefore, shoppers purchase assured products not only for the reason that of their purposeful characteristics, but also for the reason that of the communication they arbitrate. Branding and advertising it appears that play a central role in the process of associating a symbolical connotation to goods. Thus, product effectiveness consists of two issues: real (functional) effectiveness and illustration effectiveness. The latter reproduces the social endorsement that belongs to the possessor of the merchandise, also the feeling of poor standard that other shoppers endure due to the social custom that supports the tenure of the given merchandise (Krähmer 2005). As English and Solomon (1997) highlight, it is significant that the shopper is talented to fittingly decipher the courage of a given civilization (that is he/she be familiar with which merchandise group spells out and to regulations the correct distinctiveness in order to play the most wanted task.

Reference Group

The brand makes use of reference group grants image relations, while the recognition with it arbitrates the emotion of emotional effectiveness to shopper. In order to achieve their goals related to self-identity, shoppers often use products and brands to construct and make obvious their self-image.

Shopping experience

'shopping experience' come into view in the advertising text subsequent the ground-breaking article by Holbrook and Hirschman (1982), previous studies had acknowledged the diversity of consumers' prospects with stare to retail outlets, the extent of with the duality of these prospects, which unite functional attributes linked to the purchase of supplies and more symbolic attributes. The winner understanding looking for replica (Holbrook and Hirschman, 1982) lead to additional studies aimed specifically at looking at the a variety of, not stringently serviceable characteristics of stores likely to pull towards you clientele. In-store know-how depends unswervingly on the impetus that guides the customer to visit the outlet in inquiry. Three hypothetical move toward have achieve something one another for analyzing the previous circumstances of experience: the first used the attributes associated with the logistical function of the outlet; a second, more widespread, move toward was then planned to disparity these 'economic' attributes with 'recreational' attributes; and, finally, modern-day work calls this duality into query and espouses a more holistic outlook of the determinants of in-store experience, in meticulous to take explanation of electronic commerce frequentation behavior (Rose et al.,2012). The look for experience and the belongings –value, contentment – of such familiarity has been, as we have just seen, extensively addressed by research, conceptualization of the satisfied of experience itself was in mode of additional improvement (Benavent and Evrard, 2002; Filser, 2002).

3. RESEARCHMETHODOLOGY

Objectives of Research

1. To study the impact of relate factor under parameters like reference group, cultural influence, cultural values & social process from experiential marketing perspective.
2. To investigate howshopper's'co relate' their shopping activates through experience.
3. To study weather 'Co relate' will impact shopper behaviour from experiential marketing perspective

Hypothesis

H1: There is a significant difference in Co relating towards shopping due to effect of experiential marketing at shopping mall

H0: There is no significant difference in Co relating towards shopping due to effect of experiential marketing at shopping mall

H2: There is a significant difference in Co relating towards shopping from gender, age & income perspective towards shopping.

H0: There is no significant difference in Co relating towards shopping from gender, age & income perspective towards shopping.

Table No. 1 Research Methodology

COLLECTION METHODS	
PRIMARY DATA	Survey method
SECONDARY DATA	Shoppers and journals and websites.
TYPE OF SCHEDULE	Structured Questionnaire with suitable scaling.
TYPE OF QUESTIONS	close ended.
STATISTICAL TOOL	anova

Table 2. Demographic Profile of Sample Respondents

DEMOGRAPHIC		NO. of Respondents Frequency Percentage		
Gender	Male	40	40	
	female	60	60	
Total		100	100	
Age Group	16- 22 years	29	29	
	22-32 years	24	24	
	32-42 years	31	31	
	42-52 years	20	12	
	Above 52 years	4	4	
Total		100	100	
Marital Status	Single	32	32	
	Married	66	66	
	Divorced	2	2	
	Total	100	100	
Educational Qualification	10 th	13	13	
	Inter diploma	18	18	
	Degree	48	48	
	P.G	21	21	
Total		100	100	
Occupation	House wife	14	14	
	Private job	58	58	
	Government job	3	3	
	Business	8	8	
	Retired	2	2	
	student	15	15	
	Total		100	100
	Family size	single	28	28
couple		21	21	

	Couple with 2 children	41	41
	Couple with parents	6	6
	Joint family	4	4
Total		100	100
Family Income/month	Rs 10,000-30,000	18	18
	Rs30,000-60,000	29	29
	Rs60,000-90,000	44	44
	Above 90000	9	9
Total		100	100

Table No-3 Reliability Test Reliability Statistics

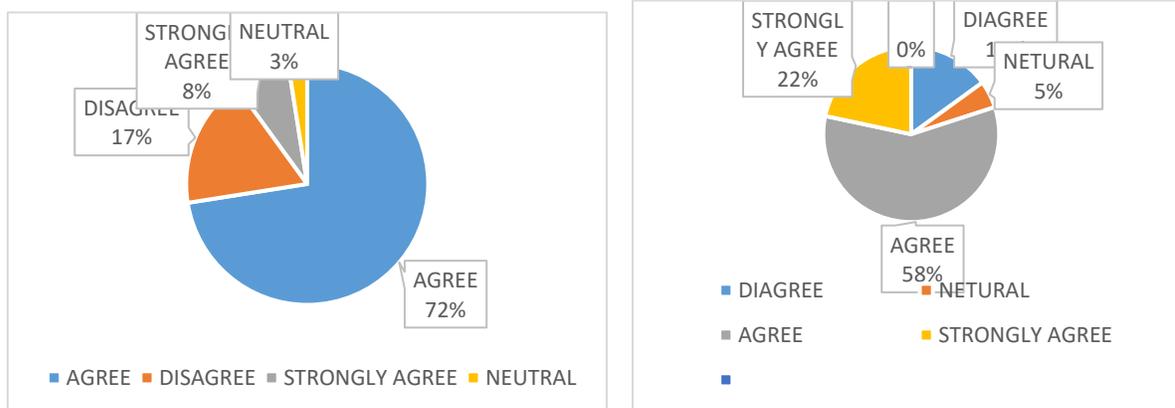
Cronbach's Alpha	N of Items
0.925	33

Source: Statistical analysis on field data
The above analysis confirms reliability of data.

TABLE NO 4 GENDER CROSS TABULATION

		GENDER		Total
		MAL E	FEMALE	
Malls making me to associate with our Indian culture and tradition.	Disagree	7	9	16
	Neutral	1	3	4
	Agree	29	35	64
	Strongly Agree	3	13	16
Total		40	60	100

MALE RESPONSE FEMALE RESPONSE



INTERPRETATION -

The above pie charts explain clearly the responses of male & female based on the above chart it can be said as maximum support is towards agreement as malls do make positive influence to associate to our Indian culture & tradition.

FINDINGS

Based upon the above all analysis the below findings were obtained.

- Peer groups, culture, social factors do influence upon shoppers in the context of 'Co relating' experience and take shopping decisions.
- Gender, age & income factors also do influence shoppers in terms of 'Co relating' experience & take shopping decisions.
- The Pie charts derives clearly based upon percentages obtained, in Terms of overall perspective both male & female are supporting to the 'co relate' factor under its various parameters for being involved in experiential shopping .
- The significant values obtained in above Anova table are 0.02, .015, .004 in case of gender , .001, .029, .023 in case of age & .000, .042, .010 in case of income respectively based upon this it can be justified that under gender, age & income standpoint 'co relate' factor influences shoppers in their shopping decisions as per experience.
- From the above discussions it is proved that below alternative hypothesis got accepted & null hypothesis got rejected.

4. CONCLUSION

It can conclude as the above all discussions, analysis justifies as shoppers do 'Co relate' their shopping experiences with culture, friends, relatives, family, Peer groups etc and gender, age, income also influences shoppers to 'Co relate' their experience for shopping decisions.

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