

Shoppers ‘Thinking & Action’ towards shopping at Forum Sujana Mall Hyderabad, An Experiential Marketing Approach

Prashant Pogul¹, A. Udaya Shankar²

¹MBA LLB UGC NET/APSET (PhD) Research Scholar at KL university India.

²Associate Professor MBA PhD, Koneru Lakshmaiah Education Foundation Deemed-to-be- university under, Guntur District, Andhra Pradesh

Abstract: Retail Industry is taking new shape every now and then as per the trend especially due to informational technology boom the concept of business, customer, shopping has taken a steep turn in all aspects from sourcing till making the products available in retail outlet reaching till final customer .experiential marketing is one of the happening concept as shoppers at malls always expect new & exciting experience after every attempt of shopping they make. shoppers tend to introspect themselves as what they gained out of every action & step made for shopping from experience point of view as how they felt, realized, experienced, enjoyed, benefited etc after visiting a particular mall. Hence thinking and action is an attempt made by the shopper calculatedly in order to maximize their shopping experience after every next visit. ‘thinking and action’ are the interrelated factors as they tend to happen simultaneously during the course of shopping products, services, experiencing movie, gaming, dinning, etc. this article spotlight on the side of experiential marketing being one of the strong factor which will impact upon shoppers ‘thinking and action’ during the course of shopping at malls.

Key Words: Shopping malls. Experiential feeling, shoppers ‘thinking & action’, Convergent & Divergent thinking

1. INTRODUCTION

In the retail world India is transforming at a faster pace from unorganized to organized, today our organized retail system operating at par with the international standards meeting all norms and providing all kinds of products, services, experiences etc. shopping has now become a single spot for entertainment, fun, gaming, spa etc. at shopping malls.

The two forms of malls are

- Family fun hubs focusing mainly food courts, multiplexes, gaming zones, spa gym centers etc.
- Shopping Malls

The present era of online market is rapidly changing day by day with new challenges being extremely more competitive around the globe. Customer satisfaction factor has become the tough factor for markets to achieve in the long run. The present educated well knowledge customer force is very alert and particular about their shopping needs and they expect innovative new trendy products & services at every next shopping they attempt.

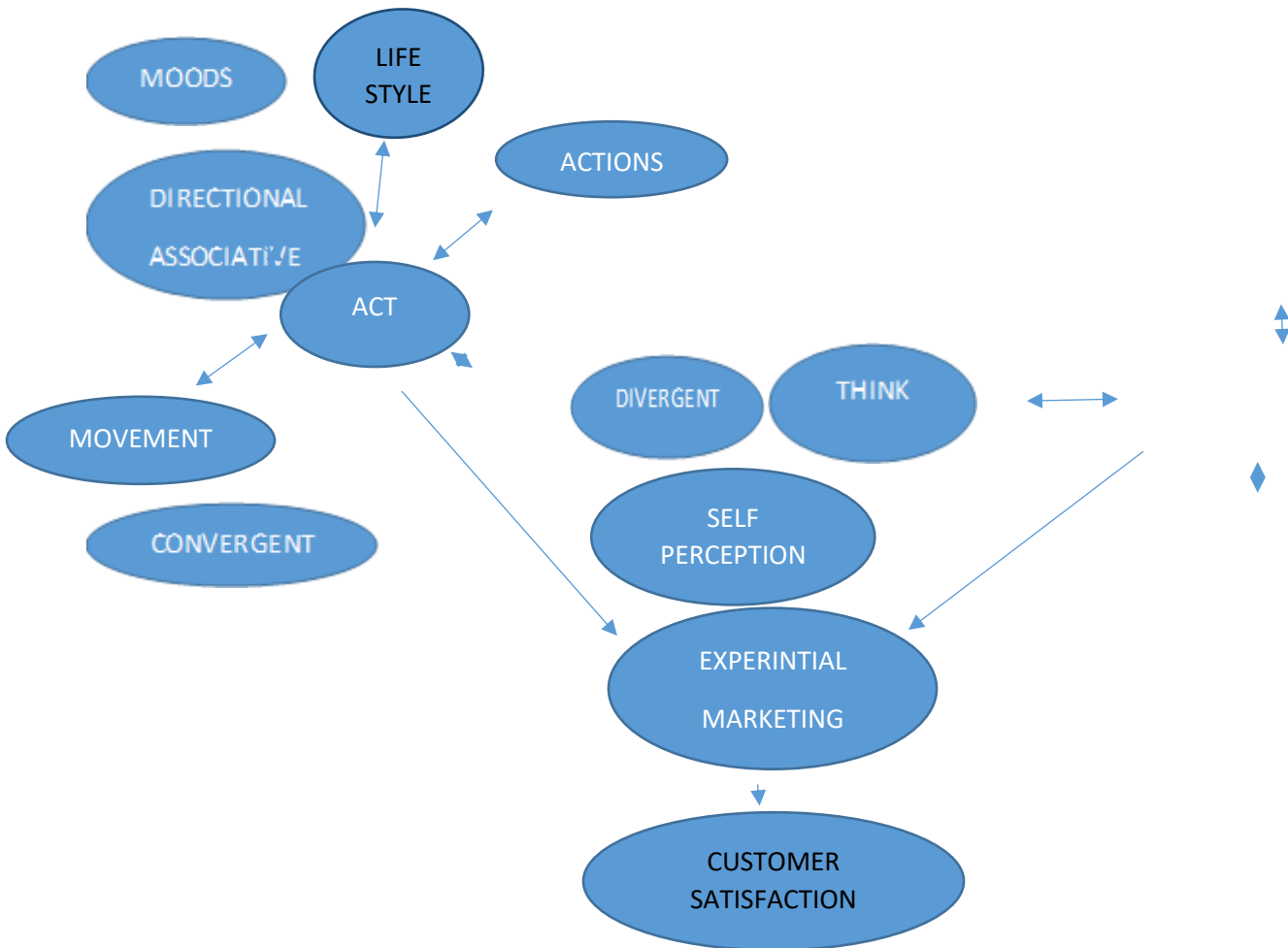
The experiential marketing concept has to be given prominence especially in case of shopping mall to keep the mall performing in competitive market.

‘Think & action’ are the two factors been focused in this article as how shopper ‘thinks’ and does ‘action’ towards his shopping based upon experience. off course practically a positive experience will boost positive thinking and ends with better shopping experience were as negative shopping experience demotivates the shoppers to think positively and results not being loyal to the mall later in future.

Hence providing excellent experience every now and then as per the current societal trend should be the primary task of the mall managers so that shoppers should think positively & end up by taking quick action of shopping at mall.

in this article various parameters of ‘think & action’ instincts of shoppers visiting at forum sujana mall where been considered for study, the more positive & better experience of shopper will ultimately end up into positive thinking about the mall, finally shopper will explore mall making his visit fruitful.

CONCEPTUALFRAMEWORK



INTERPRETATON OF CHART

The above chart focuses experiential marketing parameters like 'think & act'. basically, thinking is a psychological process the visual experience & atmosphere at malls like sound, smell, pictures, color, display, ambience, facilities, comfort, treatment of staff etc will provoke shoppers to think positively when shopper visits mall. Directional /associative, convergent, divergent are the factors revolving around 'think' factor. Convergent thinking happens when shopper thinks of only one solution to his problem were as divergent thinking shoppers considers multiple factors for his problem. directional thinking scenario occurs were shopper is near to solution based on his problem, associative thinking is a circumstance were shoppers mind wonders with the associated factors without any specific direction. 'Act' that is action of a shopper is dependent upon 'think' parameter, practically if everything happens positive at think level then finally the action of shopper ends positively. The 'act' factor is supported by movement of shoppers lifestyle, mood swings & self-perception of shopper which will differ from one individual to another.

2. LITRATUREREVIEW

Divergent Thinking vs Convergent Thinking

Divergent thinking & convergent thinking. Joy Paul Guilford is attributed for thinking up this predicament solving method, called, convergent thinking. It demanded mixing speckled ideas from mixed areas or contestants to resolve on a single handpicked answer to a comprehensibly magic charmed out quandary. Convergent thinking focal pointed on identifying a single best solution to a problem. Convergent thinking is as per situations for which a readily available answer is present or need to reminisce by decision maker. requisite thinking first and foremost respites on acquaintance as it engages using current acquaintance with help of customary dealings. Convergent thinking highlights on stress on speed and relies on lofty exactitude and verdict. Divergent thinking discovers cracking problems by identifying diverse different probable solutions with an attempt to find out a practicable one. This sets in distinguish to convergent thinking in which the focal point is on recognizing a pre-determined or restricted number of solutions in its place of signifying assorted solutions. Divergent thinking rests on the consideration that at times, frequent dissimilar solutions may have the impending to bring onward a most excellent one.

Colzato, Ozturk & Hommel (2012) convergent thinking imposes a sturdy top-down control because it symbolizes a steadily repressed appear for incredibly only some or just one explanation. on the other conclusion, divergent thinking is listening carefully on feeble or delicate top-down control since it necessitates a extensive, liberally described examination room with a view to activate as many dissimilar solutions or substances pleasing the moderately agile reason (Hommel, 2012). for this reason, convergent and divergent thinking are anticipated to vary from each other in their reliance on supervisory control for information dispensation.

The above thinking tactics demonstrate a lot of shades of resemblance as they together are practical to conclude dissimilar solutions to a range of tribulations. Furthermore, mutually strategies aspire at recognizing the most excellent solutions. In real time circumstances, a intermingle of divergent and convergent thinking is recurrently observed. Best upshots are identified through divergent thinking when it is functional for open ended concerns which make easy ingenuity. On the other hand, convergent thinking is enormously appropriate for situations describes by the opportunity of a single preeminent correct answer which can be derived by assessment of easy to get to mounted up information. Ever since, the real meaning of divergent thinking is on dreams invention moderately than progression; any solution arrived at by means of divergent thinking perpetually entails convergent thinking to renovate the initiative into a virtually appropriate one.

Emotions

The term “emotion” has been distincts in different structures and lacks a consents on characterization principally because of its very temperament. Emotions are individual’s delicate states, individual, hush-hush and slanted. A physically situation that can from time to time depending upon the milieu. It varies contained by a person and across persons, gets tinted as a emotional provocation. therefore, emotions are changes in the human body condition that collision psychological thinking progressions in this manner ensuing in appearance of once feelings and apparent behavioral results. They consists duos of conflicting factors, viz. loveliness/offensiveness, happiness/grief, recognition/revulsion, annoyance/dread etc. Thus emotions be inclined to be positive or negative; may offer contentment and enjoyment or sadness and embarrassment. While some emotions are cognizant, very apparent & definite, other forms stay put at sub conscious level and is nonfigurative. Also, emotions can be unimportant or powerful can stay behind for very short or long periods of instances.

Moods

Human Mood move backward and forwards are defined as emotional conditions that are less forceful and very petite term. They are also explained on a range as good or bad, and thus have a optimistic and pessimistic valence. immediately Like emotions, they are also generated by perceptible and imperceptible stimuli, upon personnel, objects, positions, environment are chiefly unambiguous. on the other hand, human beings are further cognizant and conscious of emotions, than of frame of mind. Usually in realistic milieu the moods may not be always apparent to understand a person disposition. Just akin to emotions, moods can be incidental through our body language, signs and behaviors.

Experiential feels vs Experiential Marketing

Experiential feelings is a mood derived based upon persons experience subsequent to visiting a fastidious place what shopper perceives from side to side his senses in the outline of visuals, stench, resonance ,ambience, console, worth additions etc. considerate the experiential sentiment of shopper and upholding experiential marketing strategies is the center task of mall managers .Schmitt’s definition of experiential marketing, as course of an individual shopper to wisdom a convinced stimulation, persuade his or her motivation to make a procure, and make identification with the thinking after shopper scrutinizes and makes deed to contribute in certain proceedings.

3. RESEARCH METHODOLOGY

OBJECTIVES

- To Study impact upon shoppers thinking towards shopping from experiential marketing perspective.
- To Study impact upon shoppers’ action towards shopping from experiential marketing point of view.
- To Study impact upon shopper’s behavior from gender & income perspective considering ‘Think&act’ experiential factors.

Hypothesis

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

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

H2: There is a significant difference in Action towards shopping due to effect of experiential marketing at shopping mall

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

H3: There will be a significant difference in thinking & action from gender & income perspective towards shopping.

H0: There will be no significant difference in thinking action from gender & income perspective towards shopping.

Table A Research Methodology

RESEARCH DESIGN		DESCRIPTIVE RESEARCH
SAMPLE DESIGN		
SAMPLING FRAME		Shoppers who shop at forum sujana Mall.
SAMPLING UNIT		Shoppers from different age, family, locations, income range, & professional backgrounds.
SAMPLING SIZE		100 Shoppers visiting & shopping at malls
SAMPLING METHODS		Purposive sampling
DATA	COLLECTION METHODS	
	PRIMARY DATA	Survey method
	SECONDARY DATA	Websites
TYPE OF SCHEDULE		Structured Questionnaire suitable scaling.
TYPE OF QUESTIONS		multiple choice Likert scale , close ended questions
STATISTICAL TOOL USED		Anova

Table B. Demographic Profile of Sample Respondents

DEMOGRAPHIC		NO. of Respondents Frequency Percentage	
Gender	Male	60	60
	female	40	40
Total		100	100

	Less than 18 years	5	5
Age Group	18-30 years	25	25
	30-42 years	45	45
	42-54 years	20	20
	Above 54 years	5	5
Total		100	100
Marital Status	Single	24	24
	Married	71	71
	Divorced	5	5
	Total		100
Educational Qualification	10 th	8	8
	Inter diploma	15	15
	Degree	44	44
	P.G	33	33
Total		100	100
Occupation	House wife	18	18
	Private job	58	58
	Government job	5	5
	Business	12	12
	Retired	3	3
	student	4	4
	Total		100
Family size	single	23	23
	couple	19	19
	Couple with 2 & above children	46	46
	Couple with parents	8	8
	Joint family	4	4
Total		100	100
Monthly Family Income	Rs 10,000-25,000	15	15
	Rs25,000-50,000	21	21
	Rs50,000-	41	41

	1,00,000		
	Above 1,00,000	23	23
Total		100	100

Level of significance α

The value of the significance must be less than or equal to 0.05, then we can predict that there is a significant difference between the variables.

Table C Presenting application of ANOVA method impact upon shopper's behavior due to influence of 'think' factor under various parameters like mall offers very good price quality relation, The mall milieu is carrying out the moods & merchandise emotions optimistically .another factor is 'Act' parameters are upgrading life style, significance of action for shopper to make better shopping verdict, The respective significance level obtained is shown in the table below

As per overall think factor creating curiosity towards the mall		Sum of Squares	df	Mean Square	F	Sig.
Forum sujana mall offers very good price quality relation.	Between Groups	16.449	4	4.113	3.242	.015
The mall environment is affecting the moods & merchandise emotions positively.	Between the groups	7.379	4	1.847	1.477	.215
	Within the groups	118.699	95	1.251		
As per act marketing the mall is enhancing the customer expectations towards the mall.		Sum of Squares	df	Mean Square	F	Sig.
The action helps to experience the product in reality	Between Groups	4.380	1	4.381	3.962	0.49
	Within groups	108.378	98	1.106		
	Total	112.759	99			
Action makes physically a better understanding of products and services also it supports to take better shopping decision.	Between Groups	.459	2	.230	.163	.0085
	Within groups	136.499	97	1.407		
	Total	136.959	99			

ANALYSIS FROM THE ABOVE CHART –

- a. A Good price quality relation. factor has got significant impact upon shopping behavior from experiential point of view at 0.015 which is less than 0.05
- b. Action makes physically a better understanding of products and services also it supports to take better shopping decision, has got significant impact upon shoppers behavior from experiential point of view at 0.0085 Which is less than 0.05 .hence from the above observation at a & b it can be explained as experiential marketing variables like ‘Think & Action’ do play an important role impacting upon shoppers behavior when shopper visits mall. The study is been conducted at forum sujana mall the experiential marketing variables like price quality relationship is making significant impact upon shoppers thinking to make their decision of shopping. Also, the action parameter as action makes to understand the products and it supports to take better shopping decision.

Hence in both cases of think & act factor null hypothesis is rejected alternative hypothesis gets accepted.

H1: There is a significant difference in Thinking towards shopping due to effect of experiential marketing at shopping mall is accepted.

H2: There is a significant difference in Action towards shopping due to effect of experiential marketing at shopping mall is accepted

Table D Anova– Gender
 Sum of Squares df mean sq F sig

By visiting malls because of overall shopping experience my creative thinking ability has got new dimensions & horizons.	.639	1	.640	2.690	.104
	23.320	98	.238		
	2	99			
I think overall mall operational system is arousing my curiosity to end up by having a huge shopping.	3.610	1	3.610	13.035	.0125
	27.140	98	.277		
	30.749	99			
The placing of exclusive showrooms in the mall for big brands makes me to think of lot of options available and also latest trends happening in fashion.	.490	1	.490	2.488	.118
	19.300	98	.197		
	19.788	99			
The mall environment is affecting the moods & merchandise emotions positively.	.090	1	.090	.626	.000
	14.100	98	.144		
	14.190	99			
I think of exploring new brands for shopping in the mall.	.000	1	.000	.000	1.000
	16.038	98	.164		
	16.040	99			

Day by day I think my expectations towards shopping mall is increasing.	.010	1	.010	.080	.777
	12.180	98	.124		
	12.190	99			
	.010	1	.010	.062	.804
	15.778	98			
Total	15.789	99	.161		

Source: Statistical analysis on field data

ANOVA results in the table show significant disparities in analysis it is establish that there is significant dissimilarity in the shopper's experience from think parameters of experiential marketing the mall milieu is finishing the moods & merchandise emotions positively which makes significant impact upon shoppers at .000 where null hypothesis gets rejected & alternative hypothesis gets accepted. Also another parameter, I think overall mall operational system is arousing my curiosity to end up by having a huge shopping is also influencing shopper's behavior at .0125 significance level finally resulting null hypothesis rejection & alternative hypothesis acceptance.

Table E ANOVAs Monthly Household Income

This mall has attractive in store price promotions.	1.029	3	.343	.879	.455
	37.481	96	.390		
	38.510	99			
For me shopping mall means good quality products.	4.091	3	1.364	4.103	.009
	31.909	96	.332		
	36.000	99			
The service of shopping mall is better than what I expect.	3.759	3	1.253	2.640	.054
	45.549	96	.474		
	49.310	99			
	5.042	3	1.681	2.841	.042
	56.798	96	.592		

The live action will enhance the knowledge about the product & services	61.840	99			
The placing of exclusive showrooms in the mall for big brands makes me to think of lot of options available and also latest trends happening in fashion	2.717	3	.906	1.717	.169
	50.643	96	.528		
	53.358	99			
	2.661	3	.887	1.470	.228
	57.929	96	.603		
This mall offers value added services	60.590	99			
I think the malls make great positive impact on inspiring the customer.	.606	3	.202	1.162	.328
	16.704	96	.174		
	17.310	99			
The act of making a perfect choice of products upgrades once lifestyle.	4.058	3	1.353	5.310	.002
	24.452	96	.255		
	28.508	99			

Source: Statistical analysis on field data

ANOVA results in the table show significant differences in analysis it is found that under various shopping parameters significant difference is been noticed in shopper's behavior as the income plays important role to upgrade the lifestyle and action of making choice for product depends upon income making a significant influence on shopper at .002 , shopping at mall means good quality products is also the influencing parameter with significance value.009 ,the live action is more stronger & will enhance the knowledge of shoppers at .042 significance level . Hence at all these 3 parameters alternative hypothesis is accepted & null hypothesis is rejected.

Table F Reliability Test Reliability Statistics

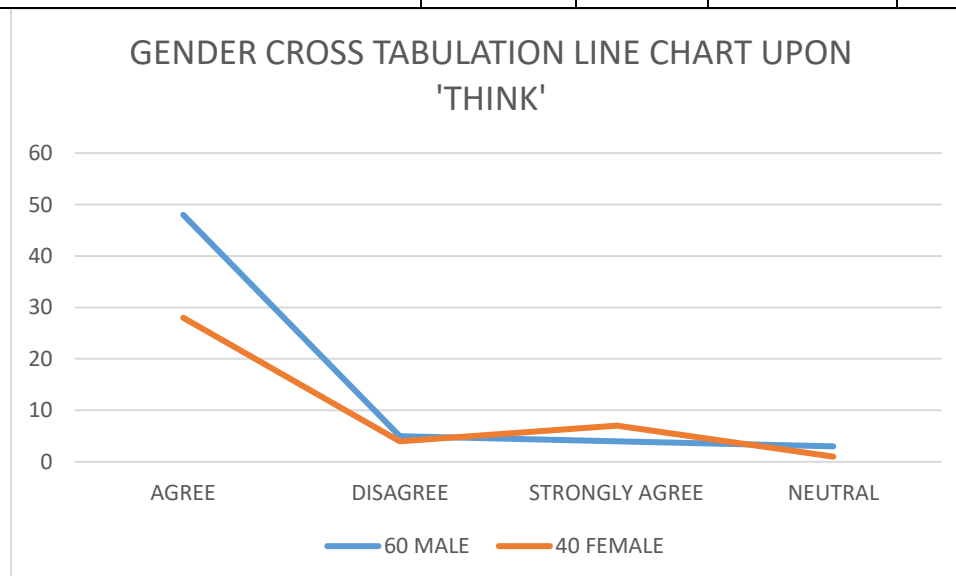
Cronbach's Alpha	N of Items
0.924	33

Source: Statistical analysis on field data

The analysis conducted for this study satisfies the reliability standards hence the results obtained are reliable.

TABLE G GENDER CROSS TABULATION

		GENDER		Total
		MALE	FEMALE	
I think overall mall operational system is arousing my curiosity to end up by having a huge shopping Total	Disagree	5	4	9
	Neutral	3	1	4
	Agree	48	28	76
	Strongly Agree	4	7	11
Total		60	40	100



INTERPRETATION -

The parameter, I think overall mall operational system is arousing curiosity to end up by having a huge shopping both male and female are giving prominence for agreement for this factor as compared with disagreement. this can be noticed from the above chart.

TABLE H INCOME CROSS TABULATION

		GENDER		Total
		MALE	FEMALE	
The act of making a perfect choice of products upgrades once lifestyle.	Disagree	2	1	3
	Neutral	1	2	3
	Agree	12	6	18
	Strongly Agree	45	31	76
Total		60	40	100

INTERPRETATION –

From the above chart which explains about the role of income upon experiential parameter about act of making a perfect choice of product will upgrade once lifestyle from income perspective as practically higher income person can take quick action to shop to upgrade his lifestyle, in case of male & female the maximum shoppers are strongly agreeing to this can be seen in above chart,

TABLE I MONTHLY FAMILY INCOME OF SHOPPERS VISITING MALL

Monthly Family Income	Respondents
Rs 10,000-25,000	15
Rs25,000-50,000	21
Rs50,000-1,00,000	41
Above 1,00,000	23
TOTAL	100



INTERPRETATION –

The above line chart specifies the income range of respondents under various income brackets like Rs 10000 to Rs 25000 we have 15 respondents, between 25000 to 50000 we have 21 respondents, between 50000 to 100000 we have 41 respondents which is highest and above 100000 we have 23 respondents.

FINDINGS

- a) 'Think & Act' are the two factors of experiential marketing under their respective parameters this study was conducted applying Anova method significance levels were obtained.
- b) The study specifies clearly that both the factors 'Think & Act' from experiential marketing perspective will influence the shopper's behavior visiting shopping malls.
- c) Table C explains for 'Think & Act' factors from overall perspective; significance levels obtained are .015 & .0085 respectively showcasing influence resulting acceptance of alternative hypothesis.
- d) Table D specifies the significance level .000 & .0125 from 'Think' perspective based upon gender.
- e) Table E expresses from income perspective significance levels obtained are .002, .009, .042 justifies income influences action for shopping.
- f) Table F confirms the positive reliability statistics for the analysis.
- g) Table G explains about gender cross tabulation exploring agreement, disagreement upon one of think parameter.
- h) Table H explains about Income cross tabulation with one of act parameter, obtaining highest preference towards agreement stating the act of making perfect choice of products upgrades lifestyle.
- i) Table I showcases the income levels of shoppers under different brackets.
- j) Finally, from above all analysis considering level of significance under various parameters null hypothesis got rejected & the below alternative hypothesis got accepted.

4. CONCLUSION

From the above discussion and analysis, it is clear that experiential factor plays an important role impacting shoppers 'thinking and action' and both the factors influence upon shoppers depending upon the experience derived. Also, gender & income play significant role under 'Think & Act' perspective and even they too impact upon shopper's behavior. Hence mall operators should focus upon experiential marketing & strategies to impress shoppers.

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AUTHOR PROFILE



Prashant Pogul, MBA LLB UGC NET/APSET (PhD) Academic experience 7 years Industry experience 3 years (LPO) Published Text Book Banking theory and Practice Himalaya Publications 2019 ISBN :978-93-5367-632-2 Pursuing Research for PhD on Experiential Marketing of shopping malls from KL university. Published article titled

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