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Title of the Thesis: **Consumer's expectations from Shopping Malls in
NCR Delhi.**

ABSTRACT

Day by day new malls with similar formats are in operation due to which their footfalls are reducing/ profits decreasing. The promoters therefore have to understand the expectations of a particular consumer segment for which the mall is positioned. These have to be fulfilled by creating interest among consumers through various sales promotion plans/events which has to be organized for attracting more footfalls. All the strategies adopted by other malls situated in and around must be studied thoroughly and new strategies should be adopted to attract the consumers towards the mall with an intention of shopping as well as entertainment. If this happens the consumers will surely come from distance areas with the whole family, spend more money and time in the food court apart from shopping. The emphasis therefore should be on better mall & facility management for beating the competition.

In this research we have also done an exploratory study of respondents in and around Delhi with the help of a Questionnaire to gauge the consumer expectations based on the Image & Shopping Styles of consumers. Image of Shopping styles have been analyzed based on the two parameters of **Shopping Environment (SE)** and **Product-Promotion-Price (P-P-P)** factor. The Comparison on **Shopping Styles** have been done on eight consumer shopping/ decision making styles with different characteristics Perfectionist/High Quality Consciousness, Brand consciousness/Price Equals Quality, Novelty and Fashion conscious, Recreational & Shopping Conscious, Price Conscious/ Value for money, Impulsiveness/ Careless, Confused by Over choice and Habitual/Brand loyal.

The research further has come to a conclusion that a mall provides opportunities for a lot of businesses besides shops, restaurants, and entertainment hubs. These are mall management, facility management, creative firms, and design houses specializing in mall interiors, promotional events, kiosks, and hoardings to advertise products or services, to name a few. The success of malls therefore can not only be achieved by housing the biggest and the best mix of retailers, but by setting up new standards and procedures in mall management. **Mall management** includes positioning a mall, zoning – formulating the right tenant mix and its placement in mall promotions and marketing. **Facility management** – includes infrastructure, traffic, ambience management and finance management. The relation between the mall owners and retailers has to be redefined and they must consider each others as partners or associates, where one party's growth is greatly dependent on the other. A collaborative strategy therefore has to be adopted and defined through mutual discussions. Each must try to improve and perfect their specific area of competence and work together to offer the consumer, a complete experience which includes value for money on one hand and attractive entertainment on the other hand.

Collaborative Merchandise planning should be done by keeping the retailers informed about Mall Events Calendar, so that the retailers can respond to the promotions by bringing modifications in their product mix for that particular period. To support these futuristic ideas a competitive team must be developed devoted to these aspects, and whose primary focus should be to remain in touch with the consumers psyche and constantly innovate various promotion schemes.

There must also be sharing of expenses between the Retailer and mall through a fixed fee which has to be paid by all the retailers to the Mall developer. This fee would be over and above the rentals being paid already but the costs of the strategic team must be held accountable for either footfalls or certain (minimum) number of events in a year. Since these events would always be held in consultation with the Retailer, the retailer would stand to benefit directly from these events. Another strategy for **financial collaboration** could be by way of Revenue sharing where the mall developer gets a cut out of the revenues of the Retailers during a specific promotion.