



An exploratory study conducted in Hong Kong examined the effectiveness of marketing techniques in shopping centers' promotion mixes to attract patrons and tourists.

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Abstract

A sample of shoppers were polled about the efficacy of various marketing strategies for increasing shopping malls' most important metrics (sales and foot traffic), and their responses were used to rank the effectiveness of various promotional tactics. There appear to be significant differences between sales drivers and visit drivers, and the findings suggest that various combinations may be beneficial in achieving optimal consumer behavior. Displays in schools and communities tend to attract visitors who are not potential customers, whereas fashion shows or product displays fail to elicit either type of reaction. Despite the popularity of mall-wide deals, a combination of free entertainment and discount offers has proven to be a viable alternative. Positive findings were found after analyzing actual purchases, visits and promotional kinds over a three-month period to see how closely actual customer behavior matched consumers' claimed behavior. The study discovered that shopping, entertainment, activities, and the environment all contribute to the attractiveness of city centers. City center accessibility was not found to have a statistically significant effect on a city's desirability. The purpose of this study is to investigate how marketing strategies, such as production strategy, pricing strategy, promotion strategy, and location strategy, influence organizational performance.

KEYWORD: Shopping malls, Customer Satisfaction, Place marketing, Role of promotion strategies, Elements of promotion mix, Marketing Strategy, City Centre Attractiveness.

INTRODUCTION

Retail trade is a key economic driver in Hong Kong (Yihan Ma, 2021). According to Heung and Kucukusta, Hong Kong has become a 'shoppers' paradise' due to its abundance of shopping malls. Nationwide retail malls are known for their cleanliness, aesthetic appeal, welcoming atmosphere, and ease of access. There are 131 major shopping malls in Hong Kong, the majority of which are located in new cities.

However, the situation was thrown off course when the Covid19 pandemic broke out unexpectedly. Retail sales growth has dropped dramatically. People gradually shifted to online retail shopping. Like mainland China, consumption channel preference has shifted, with four out of five consumers preferring to continue shopping online (Ma, 2021).



This research study examines the promotion mix of Hong Kong retail malls, emphasizing its main components and the effectiveness of such techniques. Various retail malls in Hong Kong have launched new promotional campaigns in an effort to boost foot traffic and provide customers with more of what they want. The goal of this article is to look into the different types of promotional mixes used by various retail stores and how well they attract customers. Only three of the world's most well-known shopping malls were chosen for this study. They are: New Town Plaza in Sha Tin, Harbour City in Tsim Sha Tsui, and Pacific Place in Admiralty. Despite being spread out across Hong Kong Island, Kowloon, and the New Territory, these malls manage to attract customers from all All over the world. An on-site study and customer survey will be conducted to gather consumer feedback on the marketing strategies currently used by shopping malls. Shopping center management would receive an analysis of consumer surveys as well as suggestions for improving marketing initiatives. The report's goal is to provide management with new information and perspectives to help them improve the effectiveness of their current promotional mix in reaching both current and potential customers. Given the rapid pace at which new technologies are introduced, it's no surprise that mobile communication has recently gained popularity and appears to be more influential than traditional public media. Furthermore, this article proposes actions for shopping mall administration to change their promotion mix by using technology to improve their They use advertising methods and allow for client marketing. (Alexander, 2021).

LITERATURE REVIEW

Shopping Center Definition

The definition of a shopping center has evolved over time in terms of size, amenities, and tenant mix, as the industry has dealt with recessions, overbuilding, significant changes in anchor tenants' financial situations and space requirements, as well as shifts in consumer preferences. (Muhleba, 1992)

The International Council of Shopping Centers (ICSC), one of the world's largest and most reputable shopping center organizations, defines a shopping center as "a group of retail and other commercial establishments that is planned, developed, owned, and managed as a single property" (Tong, 2005).

Shopping Center Classification

Shopping malls, on the other hand, are enclosed, climate-controlled, and illuminated buildings with retail space on either one or both sides of a pathway. Parking is often available along the mall's perimeter. Shopping malls fall into two categories: regional (less than 1 million square feet) and superregional (more than 1 million square feet).

According to the United States, there are five major types of shopping centers: regional centers (including super regional centers), community centers, neighborhood centers, specialty centers



(including outlet and off-price centers), and convenience centers. The kinds are determined by the dominant or anchor tenants, the gross leasable area, and the population or trade region that they serve. Furthermore, new types of retail malls have been created, such as the megamall, which is three to four times larger than a typical regional mall, and the The power center is designed to house more anchor businesses. In the 1990s, the Institute of Real Estate Management defined and implemented marketing concepts and strategies.

There are several definitions of marketing, but they all mean the same thing. In 2003, Kolter defined marketing as "a social and management process through which individuals and organizations achieve their goals by developing and trading goods and value with others." According to the marketing concept, achieving organizational goals requires understanding target markets' needs and desires, as well as exceeding competitors' levels of customer satisfaction. According to Kohler (2003), such a notion is a marketing concept. According to the American Marketing Association, marketing includes creating, communicating, delivering, and trading goods with value for consumers, clients, partners, and society at large.

Marketing Association. (2013) The Chartered Institute of Marketing (CIM) defines marketing as follows: Marketing is the management process in charge of successfully identifying, predicting, and meeting client needs. (CIM) Marketing, when defined broadly, is a social and management process by which individuals and organizations meet their needs and desires by creating and exchanging value with one another. Marketing refers to the process by which businesses provide value to customers and build trusting working relationships.

Framework of the Shopping Center Marketing Mix

The first thing a shopping center's management must do is create its own marketing plan, taking into account all internal and external elements and surroundings before utilizing its own resources to achieve reach out to prospective customers. Shopping center management would develop their own marketing mix plans based on the 7Ps' attributes, using the marketing 7Ps.

Promotion and Communication Mix

The promotional mix, also known as the marketing communications mix, is the specific combination of advertising, public relations, personal selling, sales promotion, and direct-marketing tools that a company uses to persuade customers of the value of their business and foster long-term relationships with them. (Kazer 2012) The flow of information and business promotional tools would look like the charts below. Kolter (2012) refers to it as the marketing communications mix (promotion mix). The top five promotion strategies for connecting with clients and other stakeholders are listed above. Broadcast, print, online, outdoor, and other forms of advertising are all covered. any non-personal, paid marketing of ideas, products, or services by a recognizable sponsor. A mixture Promotion Selling to Individuals Advertising Sales promotion



and public relations Direct Selling Discounts, vouchers, displays, and demonstrations are all examples of sales promotion. It is a short-term incentive used to promote the sale or purchase of an item or service Trade exhibitions, incentive programs, and sales presentations all fell under personal selling. The sales team In order to close deals and cultivate client relationships, the company conducts a personal presentation. Public relations (PR) encompasses press releases, sponsorship, special events, and websites. fostering positive relationships with the company's numerous publics by obtaining positive press, developing a positive corporate image, and responding to or preventing unwanted rumors, stories, and events. Kolter, 2012. Catalogs, telephone marketing, kiosk marketing, online marketing, and other methods are all examples of direct marketing strategies. Direct interactions with specific individual customers to ensure a quick response and long-term client relationships. Many large shopping center management have established their own marketing department to coordinate all promotional efforts so that current and potential customers can be reached through marketing. Communication mix (Kolter, 2012). This is done to effectively communicate the correct message to customers.

This aspect refers to all "participants" with whom consumers may interact during the service delivery process. These players include customer service representatives, operational personnel, security guards, cleaners, and store tenants, all of whom may have an impact on how customers perceive the service. The best strategy for retaining and attracting customers to the mall is to always provide excellent service. Developing a positive relationship with clients may result in repeat business by increasing customer loyalty. As a result, providing excellent customer service is critical to retaining clients. Examining the literature on shopping malls and marketing tactics reveals that contemporary shopping mall management is inextricably linked to marketing theory. To reach their target customers, management will first take Before developing their own marketing strategy and promotional mix, they should consider their own goals and objectives. Shoppers would contribute a wealth of data and information throughout the process. When those facts and information are analyzed and tailored to client demand, a more effective marketing campaign can be launched. Because the outside environment changes on a regular basis, the shopping center's administration would frequently modify their marketing strategies to meet market demands.

Wholesale and Retail Trade

This section examines the current state of Hong Kong's retail industry. Shopping malls serve as physical locations for a variety of retail operations, including consumer shopping and other retail activities. It is possible to assess the performance the retail market by analyzing sales volume and value, as well as how these variables change over time.

Shopping malls in Hong Kong.

The Hong Kong tourism bureau describes the city's shopping malls as "simply abundant and



diverse." It has them in a flashy, glassy, vibrant shape that is focused on a specific subject. These crowded retail hotspots, which offer a diverse range of goods, are Hong Kong's modern response to the city's long history as a marketplace (HK Tourism Board website, 2017). Hong Kong has more shopping centers than any other city in the world, regardless of size. There are numerous real estate companies and investments.

The sales market mirrored the leasing market throughout [2015]." Prices and rentals initially increased but then declined in the last three months of the year. This causes a shift in the retail real estate market. According to Property Review Monthly, the average price and rent were lower in January 2017 than at the end of 2015. This could be attributed to the poor performance of the retail sector at the time (see final section—Retail Market). Retail Industry Stock According to the Rating and Valuation Department, "the sector encompasses retail premises and other buildings constructed or converted for commercial use, with the exception of purpose-built offices."

The stock of this industry was 10,992,400 m². At the end of 2015, 29% resided in Hong Kong, 41% in Kowloon, and the remainder in the New Territories. In 2015, 68,000 square meters of retail space were completed. 10,000m² were taken up, down from 16,000m² the year before. 7.7% of the total stock was vacant, known as the vacancy rate. In its most recent study, the Rating and Valuation Department predicted that completions would rise to 126,900m² in 2016 and 93,000m² in 2017. The numbers are significantly higher than they were in the previous five years. Hong Kong's retail property portfolio is expanding overall.

The Management of Shopping Centres Sector

Despite this, there are two significant difficulties in the region that require attention: (1) alterations in shopping online management over time, and (2) How to improve Hong Kong's mall competitiveness (2014). The following two concerns will be addressed in this study. The management of shopping centers has evolved over time. According to Prof. Eddie Hui, the primary causes of the changing ecology of this city's retail malls were shifting consumer sources, increased competition, and globalization (ISCM, 2014). According to data from the Hong Kong Tourism Board, the number of tourists visiting Hong Kong has increased dramatically, from 21.18 million in 2004 to 59.31 million in 2015. (The most recent figure available at the time of writing). Surprisingly, nearly 70% are mainland Chinese tourists.

ANALYSIS OF DATA

In the context of commercial decision-making, "data analysis" refers to the process of "cleaning," "transforming," and "modelling" data in order to extract useful information. The goal of data analysis is to extract actionable insights from collected data and use those findings to inform subsequent decision-making.



The process of using statistical and logical techniques to describe the scope of data, modularize the data structure, condense the data representation, illustrate with images, tables, and graphs, and evaluate statistical inclinations and probability data in order to draw meaningful conclusions is known as "Data Analysis." The methods of data analysis allow us to extract the underlying meaning of the data by reducing noise and confusion. This is caused by the remaining portion. Data analysis is an iterative process in which information is acquired and then analyzed at the same time. One of the most important steps in ensuring the accuracy of data analysis is to maintain the data's integrity.

Reliability

To be reliable, the instrument must produce the same result when used on multiple occasions. The researcher pilot tested the questionnaire with 10-20 respondents to determine which questions were unclear or ambiguous. Vague questions were revised or removed. The pilot testing of the questionnaire assisted in estimating the time required to respond to the survey, which was approximately 30 minutes. Respondents involved The pilot participants were not included in the primary study.

Inclusion Criteria

- 1) Customers aged 18 and above.
- 2) Customers will be included in the study.
- 3) Only completed questionnaires were used in the study.

Exclusion criteria:

- 1) Customers under 18 years old.
- 2) We rejected incomplete questionnaires.

Data Management

Variables and measurements

The outcome variable marketing strategy in the promotion mix of shopping centers, which included advertising sales, promotion events, experiences, public relations, publicity online, social media marketing, direct, and database marketing. The responses were scored on a 5-point Likert scale: (1) Strongly disagree, (2) Disagree, (3) No response, (4) Strongly agree, and (5) Agree.

DISCUSSION

Demographic Details

Descriptive Statistics for the Likert scale

The second part of the result consisted of To calculate the minimum and maximum length of a 5-point Likert scale, use the interval scale ($5 - 1 = 4$) and divide by 5 to find the greatest value ($4 \div 5 = 0.80$). The number one, the lowest value on the scale, was then added to determine the



maximum value of this cell. The cell length is determined as follows:

- 1–1.80 represents (strongly disagree).
- The range of 1.81 to 2.60 represents disagreement.
- 2.61 to 3.40 represents neutral.
- 3.41–4.20 represents (agree).
- 4.21–5:00 represents (strongly agree).

Out of the 20 questions used in the questionnaire, 19 fall into The interval of 3.41 to 4.20 represents agreement. However, 1 falls within the range of 4.21 to 5.00, indicating strong agreement.

The third set of results included a demographic distribution of the Likert scale based on gender.

DEMOGRAPHIC DISTRIBUTION OF LIKERT SCALE

For the first question on the Likert scale, which asks whether respondents agree or disagree with the statement that tourist shoppers are more satisfied than resident shoppers with their shopping experience, the majority of respondents, 6836 (49.0%), strongly agreed, while 852 (6.0%) strongly disagreed. Similarly, for question (2. Tourist shoppers intend to spend more than resident shoppers), the majority of respondents, 6944 (50.0%), strongly agreed, while 910 (7.0%) strongly disagreed. (3. The shopping industry is an important promotional strategy in the financial services industry. The majority of respondents 6982 (50.0%) strongly agreed, while 930 (11.0%) strongly disagreed. (4. Shopping centers are the purpose of identifying the most critical elements of promotion-mix in Hong Kong, with the greatest number of respondents 8458 (61.0%) strongly agreeing and 1036 (7.0%) strongly disagreeing.) (5. Are you satisfied with the influence of promotion-mix tools on customers' shopping behaviour and shopping centre performance in Hong Kong? The majority of respondents, 7942 (57.0%), strongly agreed, while 1068 (8.0%) strongly disagreed. (6. Promotion mix tools have different effects on shopping behavior across different consumers classified according to demographic variables. The majority of respondents (8750, 63.0%) strongly agreed, while 1130 (8.0%) respondents strongly disagreed. (7. Do you believe that discounts and offers are a good way to attract visitors and shoppers to Hong Kong markets? The largest number of respondents 7744 (56.0%) strongly agreed, while 1020 (7.0%) respondents strongly disagreed. (8. A diverse range of products is a good way to attract visitors and shoppers in the Hong Kong market. The largest number of respondents 6784 (49.0%) strongly agreed, while 930 (6.0%) respondents strongly disagreed. (9. Good customer service is a good way to provide loyalty to visitors and shoppers.) The largest number of respondents 7084 (51.0%) strongly agreed, while 858 (6.0%) respondents strongly disagreed. (10. The time, date, and/or seasons at which the shopper purchases the product (on Thursdays, at noon, during (Winter holidays, etc.) The majority of respondents, 8738 (63.0%), strongly agreed, with 1192 (8.0%) strongly disagreeing. (11.



Customers prefer to shop at shopping malls; the majority of respondents, 8100 (58.0%), strongly agreed, while 1100 (8.0%) strongly disagreed. (12) Customers prefer purchasing online where the shopper makes the purchase (online, in a brick-and-mortar store, etc.) all the way down to the aisle in the physical store or the online channel. The majority of respondents (7266/52.0%) strongly agreed, while 884 (6.0%) strongly disagreed. (13) Shoppers buy a certain product, but they also buy similar products of different variants, which does profit for the shopping market, the greatest number of respondents 7168 (52.0%) strongly agreed, while 868 (6.0%) The respondents strongly disagreed. (14) The frequency with which the shopper purchases the item (daily, weekly, monthly, seasonally, annually, and so on), the majority of respondents, 8834 (64.0%), strongly agreed, while 1126 (8.0%) strongly disagreed. (15) Purchasing goods online is more efficient than shopping offline, which takes more time; the majority of respondents, 6952 (50.0%) strongly agreed, while 1010 (7.0%) strongly disagreed.) (16) Ordering from the online market is likely to be a pleasant experience; the majority of respondents (6712, 48.0%) strongly agreed, while 906 (7.0%) strongly disagreed. (17) Do visitors online market and purchase the products of their choice? The majority of respondents, 8284 (60.0%), strongly agreed, while 1046 (8.0%) strongly disagreed. (18) Customers receive products.

The majority of respondents, 7444 (53.0%), strongly agreed, while 988 (7.0%) strongly disagreed. (19) Customers rarely receive replacements when shopping online; the majority of respondents, 8276 (59.0%), strongly agreed, while 1120 (8.0%) strongly disagreed. (20) The majority of customers purchase counterfeit products online, with 7484 (54.0%) strongly agreeing and 1000 (7.0%) strongly disagreeing.

CONCLUSION

This thesis's final section is the conclusion. Researchers begin with a synopsis of the research, discussing what they discovered and what they did not. Then, a summary of the empirical and theoretical findings is presented. Following that, some final thoughts and a discussion of the study's limitations are presented.

The objective of this thesis is to provide an analytical framework for understanding the factors that contribute to the appeal of a city center, as well as determining whether locals and tourists have different experiences in the city's central areas. There are two issues that go hand in hand with this study's overarching goal: what factors do customers value in city centers, and do locals and tourists have different perspectives on these areas? This is an intriguing topic for research because many city centers are in decline as a result of competition from neighboring cities and the proliferation of outdoor shopping malls.

The study's framework was built on previous research in location marketing, place attractiveness, city center attractiveness, and retail. The framework includes five features: Shopping with ease of



access, entertainment options, activities, and atmosphere. Prior to presenting hypotheses to be tested, a descriptive analysis of the self-evaluation questions was provided to highlight the importance of various characteristics in a city hub. Consumers appear to agree on nearly all of the assertions made, implying that they are all applicable to life in a metropolitan hub. The presence of nightlife was the only factor that reduced the overall attractiveness of city centers. Aside from nightlife, the following features were rated highly: ambiance, ease of navigation, parks and natural areas, restaurants and cafes, architecture, public transportation, stores, hours, temporary activities, entertainment, casual trading areas, stores, parking, and permanent events. The next step was to determine the validity of the four hypotheses. In To test our hypothesis, they used the ANOVA test for independent samples. The ANOVA test for independent samples was used to determine whether there is a significant difference in satisfaction levels between locals and tourists in Hong Kong's central business district. Surprisingly, no statistically significant differences were discovered between the two groups in terms of shopping, convenience, entertainment, or ambiance throughout the experiment. Notably, the results remained consistent even when the groups were assigned differently.

Given the lack of a statistically significant difference between locals and tourists, they focused on differences in demographic variables such as age, gender, and frequency of visitation. When the respondents were divided into categories based on age, the results showed that satisfaction levels with the city center of Hong Kong varied significantly across the age ranges. Those over the age of 60 gave higher average ratings for shopping, accessibility, activities, and ambiance. Teenagers and young adults (under the age of 18) had a significantly lower mean for retail and ambiance. This may indicate that Hong Kong's central business district is better suited for the elderly. It could also mean that today's youth are angrier, dissatisfied, and more difficult to satisfy than previous generations.

The authors of this study contribute to the study of city center attraction by developing a framework that incorporates characteristics proposed in the literatures on place marketing, place attractiveness, city center attractiveness, and retail. Among the five factors considered, shopping

Entertainment, activities, and the environment all seemed to contribute to a city center's overall attractiveness. While shopping does play a role, it appears that other factors are more important. Furthermore, the study contributes by comparing the levels of satisfaction in city centers between locals and tourists. Previous research has revealed that there is a wide range of opinions about what makes a city center appealing and valuable. However, the t-test results show that there are no statistically significant differences between the levels of satisfaction reported by locals and tourists in the heart of most cities.

The goal of this study is to examine the event through the lens of a shopping center's promotional strategy. Accordingly, it was discovered. that incorporating the event into marketing plans is an effective strategy for a company to achieve its dual goals of customer satisfaction and revenue



generation. This was the conclusion reached based on the findings described above. It was decided that the event could be viewed as a marketing tool, used to create new and rewarding experiences for the target audience.

Researchers compiled a list of the various channels of information distribution and promotion used by the organization. Websites, social media, drives, sponsored posts, promotions, e-mail marketing, and out-of-home media like televisions and billboards are examples of these channels. The involvement of stakeholders is the first step in the process used since pre-production. All the way to post-production. Next, in-person meetings are held to coordinate the event's insertion and disclosure, as well as brand activation and report delivery. Organizing an event is an excellent opportunity for event organizers to publicize their services and attract new clients.

The information available on this subject is limited, making it difficult to gather. Individuals who were given questionnaires at the beginning of the study had yet to respond. A study is being conducted to determine the mall event's relevance in terms of strategic marketing planning and the extent to which its positioning is closely tailored to the demographics of its target audience. It is critical for the mall to constantly update itself to reflect changes in the options available and the choices made by customers. As part of its strategic planning, the mall periodically compares its products to those of its competitors.

Due to the significance of events in shopping malls, the investigation concluded that these businesses require a specialized events department staffed by professionals who are both experienced and skilled in their fields.

In conclusion, the importance of marketing efforts in the events industry is emphasized. This is done to meet the expectations of the sector's hopeful and profitable market while also improving the quality of the services provided.

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