

## Analyze the effects of human resource utilization effectively in shopping center management

CHEN YASI<sup>1\*</sup>, AMIYA BHAUMIK<sup>2</sup>

<sup>1</sup>PhD. Research Scholar in Lincoln University College

<sup>2</sup>President, Lincoln University College

### Abstract

The concept of a satisfied customer base is considered both the most significant and the most investigated topic in the field of marketing management. In the context of online purchasing, the level of pleasure experienced by consumers is the single most important factor that influences new customer acquisition, existing customer loyalty, and the long-term development of online retailers. The degree of customer satisfaction is directly correlated to the link between the expectations of the consumer and the experiences of the consumer. When the experience meets or surpasses the expectations of the clients, a company has reached this level. An investigation into the factors that influence customers' levels of contentment is very essential since its

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findings may serve as a standard against which to evaluate the development and progress of a company, as well as provide a foundation on which to base future strategic decisions. Numerous studies have been conducted with the primary objective of determining the characteristics that contribute to satisfied customers. According to the findings of several studies, the design of the website, its delivery service, and its support all have a considerable impact on the degree to which customers are satisfied with their experiences while purchasing through e-commerce websites. When it comes to determining whether or not a client is happy with their online purchasing experience, the aspects of dependability, information quality, convenience, speed, and entertainment all play a significant influence.

### INTRODUCTION

The effectiveness with which a shopping center's human resources are used to optimize the center's value is a crucial determinant of its success. Efficiency in managing shopping centers is defined as the effective use of human resources. This research examines how corporate business strategies are represented in shopping center managers' opinions and beliefs.

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Data Envelopment Analysis is used to compare the inputs and outputs of the management of a shopping center to determine the efficiency of such management. An example of an input would be the various sorts of employees used to run a shopping mall, and an example of an output would be the rental value per floor space, all other things being equal. These external influences include the retail center's location and physical qualities. Questionnaire surveys were followed by phone calls and interviews to obtain data on the attitudes and perceptions of management employees at various levels (Tresca, 2011).

In today's highly competitive environment, successful companies, particularly grocery stores, are those who have operations that are well managed. In modern-day Indonesia, the phenomena of company development, sometimes referred to simply as business, has seen quite a quick improvement. At the current time, Indonesia has a great deal of grocery stores that are located all across the country of Indonesia, notably in the province of Jambi. In order to survive in today's cutthroat business climate, grocery stores as a kind of company need to strengthen some areas of their management while still preserving others. The marketing and the human resource management are two of the factors. It is necessary to have a marketing management process and a human resource process in order to bring in lucrative clients, achieve reasonable sales numbers, and win the customer's loyalty. The potential of an individual to function in a firm is referred to as their human capital capacity. Marketing, on the other hand, acts as an impact on the purchasing decisions of other people.

With this in mind, the mall management strategy is based on the fact that they are reliant on the shop for their success. In order to run their companies more effectively, mall developers and shops are urged to collaborate with one another. To say that there is no current connection between the parties is not to say that there is not one. Even when mall developers and retailers engage, this partnership has not been defined, and even when it has been formalised, it is irregular and, at best, non-permanent in nature. The fundamental objective of this piece is to propose and outline a technique that is both organised and official for companies and shopping malls to work together.

Building retail space in the form of shopping complexes is becoming common all over the globe. According to Beyard and O'Mara, shopping centers are now the most efficient and adaptive machine for consuming that the planet has seen since. They claim that shopping malls have been possibly the most popular store business model of the previous 50 years. In the 1950s, the United States of America saw the birth of the first contemporary shopping malls. The Southdale Mall, which initially opened its doors in 1956, is considered to be the first covered retail center. There number of shopping centers and malls has increased at an alarming rate ever since the 1950s. It is believed that there are currently over than 45,000 shopping malls in operation in the United States. Although it may be said that the United States was the birthplace of the shopping center boom, the phenomenon can now be seen swiftly spreading throughout both Europe and Asia. It has been said that the United Kingdom was the pioneer in the "culture" of retail centers in Europe. In 2018, Westfield, which is the largest urban retail center in all of Europe, officially opened in London.

There are a total of 265 businesses and 50 restaurants inside the Westfield Shopping Center. Additionally, there are five department stores (**Warnab, 2008**).

### **Literature review**

A company's or industry's capacity to thrive relies heavily on its human resources practices. In terms of retailing, this is likewise the case. There has been an increase in retailers' focus on human resources management (HRM) practices such recruiting, selections, appraisals of performance and training and development, and remuneration and career planning. Despite the bad news, merchants are also grappling with issues related to their human resources, such as worker turnover and the potential of poaching, which they must contend with. In order to remain competitive, the retail industry's human resources management techniques will have to be enhanced in the near future (**Sultana, 2014**).

Investigating the contribution of high-involvement work arrangements to the development of firm-specific talent. According to this research, quitting is the behaviour of employees that mediates the relationship between HR rules and the performance of workers. Future research should look at how other HR system components affect employee behaviour, since the work design component was determined to be the most significant mediator. In addition, customer contact centres that use technology as a medium are examined in the study. Call centres serve as the primary point of contact for delivering customer service and closing transactions in a wide variety of industries. The current study depends on a representative sample of contact centres in the telecommunications industry in order to be relevant. So, the findings of this study may be applied to other service and manufacturing companies, as well as to the whole contact center management business. Because of the prevalence of mass customization in the financial services, insurance, aviation, software, and manufacturing sectors, it makes sense to put money into training customer service representatives at call centres that serve a variety of clients (**Batt, 2002**).

### **Shopping Center Classification**

On the other hand, shopping malls are enclosed, climate-controlled, well-lit structures that feature commercial store on either one or both sides of a roadway. Malls may have a central walkway or many walkways. Parking is often accessible all the way around the mall's periphery. Shopping centers can either be classified as regional (having a floor space of less than one million square feet) and superregional (having a floor space of more than one million square feet). According to the standards used in the United States, there are five primary categories of shopping centres: the regional center (including the super-regional center), the cultural center, the neighborhood center, the specialty center (including the outlet and off-price center), and the convenience center. The sorts are determined by the dominant or anchor customers, the total gross leasable space, and also the population of trade sector that they service. In addition, new types of shopping centres, such as the strip mall, which itself is three and four times larger than a regular regional mall, and also the powerhouse center, which is designed to accommodate a greater number of anchor firms, have

emerged in recent decades. Regional Outlet Mall of the Institute in Real Estate Management, built in the 1990s Anchor tenants consisting of more than two full-line clothing stores and a range of other businesses are frequently located in regional shopping malls. The retail complex is between 500,000 and 1,000,000 square feet in size, and it has the capacity to serve 1 million consumers every year. These customers come from a variety of different areas, and they include both residents and tourists. The mall is the largest of its kind and features a diverse assortment of retail establishments. The New Town Plaza in Shanxi Province, Harbour City in Tsim Tsui, & Pacific Square in Admiralty are a few examples of such shopping centres located in Hong Kong. The neighborhood shopping mall Community retail centres are frequently located in newly built residential estates as well as in newly developed town centres. It is possible that the facility is anything from 100,000 to 450,000 square feet in size. It had the capacity to house between 50,000 and one million individuals. This type of shopping center provides various trades that are not as frequent in regional shopping centres but has a more extensive variety of items and commodities than local shopping malls do. In most cases, it is beneficial to the neighborhood as well as any neighboring districts or towns. The Dragon Centre in Shum Shui Po, the City Plaza in Taikoo Shing, and the Tuen Mun Town Plaza are a few examples of local shopping malls that may be found in Hong Kong. Shopping Mall Serving the Community This type of retail center features retail outlets, restaurants, a small supermarket, stores selling residential items, and stores offering personal services such as dry cleaning and tutorial classes for teenagers. Additionally, the stores selling domestic items also sell other items, such as dry cleaning. Customers find it convenient to acquire the goods and services offered by these establishments since they are located in close proximity to their places of employment or their residences. The vast majority of these commercial hubs may be found within private or public residential zones, and they supply the residents of such regions with the essentials for day-to-day life. The size of these ranges from 30,000 square feet to 100,000 square feet. Local shopping malls in Hong Kong include Luk Yeung Galleria in Tsuen Wan, Kwai Fong Plaza in Kwai Fong, and Paradise Mall in Heng Fa Chuen, all of which are located in Kwai Fong. These kinds of Specialty Shopping Centers would concentrate on selling goods catering to a certain subset of the overall market. Two examples of this can be found in Hong Kong: the Solid gold Shopping Centre in Shum Shui Po, that sells a wide variety of computer hardware and software, and the Sin Tat Plaza in Mongkok, that either sells mobiles and phone accessories. Both of these shopping centres are located in the same neighbourhood. Clients are able to easily distinguish specialty shopping centres in the market since they supply customers with items or services that are similar to one another. Convenient Location for Shopping Center One of the more compact shopping centres in its category is the convenient retail center. whose retail tenants provide a particular assortment of goods and individual services to customers located within a somewhat contained portion of the market. One example may be found in Hong Kong, where public housing complexes have been converted into shopping malls. These convenient facilities often feature a grocery store, restaurants offering fast service, and bakeries to cater to the fundamental requirements of the residents of the surrounding area.

### **The Purpose, Scope, and Practices of Advertisement**

Even though there are many various conceptions of marketing, they are all essentially referring to the same thing. Marketing is "a social & managerial process by which individuals and organisations attain their goals by generating and selling goods & value with others," as defined by Kolter. The theory of marketing states that in order for a business to achieve its goals, it must first understand the wants and aspirations of its target markets and then achieve a degree of customer satisfaction that is higher than that of its competitors. According to this theory, the concept at question is one of marketing. The American Marketing Association defines marketing as the process of developing, communicating, delivering, and exchanging items that have value for customers, clients, and business partners, as well as for society as a whole. The International Federation of Marketing offers the following explanation of marketing as their definition of the term: Marketing is the management process that is responsible for successfully detecting, forecasting, and addressing the demands of customers and potential customers. When used in its broadest sense, the term "marketing" refers to a social and managerial process that enables individuals and organisations to satisfy their wants and gratify their desires by creating value and exchanging it with others. Marketing may be defined as the process through which companies offer something of value to customers and build trustworthy working relationships with those customers. The average customer is bombarded with dozens of various advertisements and marketing messages each and every day. One strategy that companies use to compete aggressively for the interest and business of customers is to promote their products and services through advertising. Any activity that a corporation undertakes in the public sphere with the intention of informing customers about the things that it sells have to have the improvement of sales as their primary goal. In order to give a message that is comprehensive and effective, one must ensure that the numerous channels by which someone interacts with the consumer are in accord with one another. This will meet the expectations of both the business and the client. The objective of the message is to persuade the target demographic that they absolutely must buy the item that is being offered for sale. As a direct result of this, the customer must be open to receiving the information and able to interpret it in such a manner that it motivates them to purchase something. In fact, to make this productive, marketers need to craft messages which connect with the people they are attempting to reach to inspire them. Sponsors have access to all sorts of various promotional channels in order to improve their chances of successfully communicating with the population that they wish to reach. Because promoting is one of strategies that is utilised the most, this is going to be key focus of our inquiry. Characters shown in making business as have a feminine gender provide a common interests for the audience to identify to and associate with. This is because women are more likely to relate to characters that are portrayed as being a feminine gender. If a female character in an advertising is shown to be reflective of the demographic which is being targeted, then the commercial will have a greater chance of persuading prospective customers to make a purchase. Women have a tremendous influence not only in the decisions taken within the

home as well as choices made within organisations. This is true even if their primary sphere of influence is the domestic sphere. They are a highly essential part of the target market because of this reason. This inquiry is primarily concerned with examining how different kinds of advertising present depictions of women. It is essential for the success of the overall marketing message that the individuals in the advertising strike a chord with the audience that is being targeted in order to make the most of their persuasive potential. The visual, or non-verbal, representation of the figures in an advertising is a vital element of the overall idea that is being conveyed by the commercial. The purpose of this research is to have a more in-depth insight into the role that are portrayed by female women in various kinds of advertisements. The following constitutes the organisation of the chapter: The company's marketing strategy is dissected into its component parts, which are referred to as the product, price, distribution, and promotion, respectively. When that is complete, a strategy will be devised for the organization's publicity and advertising operations. This addresses the method in which the company plans to merge marketing communications and several other aspects of promotion into one cohesive whole. Given its importance to the execution of a fruitful marketing strategy, the communication model should also be investigated in some detail. This is owing to the fact that effective communication is essential to the implementation of any successful marketing plan. In this presentation, the researchers are going to discuss what advertising is, how everything fits into the bigger picture of promotions, as well as the many different sorts of media that are most beneficial for advertising. As a result of the fact that publications & television are the primary foci of the investigation, a considerable amount of emphasis will be focused on the advertising practices of both of these channels. This chapter comes to a close with a discussion of the judgement call process of consumers as well as the behaviours of customers. This occurs because advertising is geared at specific demographics and audiences (Cheng, 2007).

### **Strategy in Marketing: A Defined Concept**

The primary goal of any marketing plan should be to increase sales and develop a sustainable edge over other competitors. A company's marketing strategy is really the marketing strategy that it implements in order to cultivate fruitful client interactions and boost the value of customers. The primary focus of the study is on the promotion, which is understood to be any activity that highlights the merits of product in question and persuades potential purchasers to make a purchase. After that, the performance of every tactic included in the promotion mix, such as advertising, direct marketing, public relations, & direct marketing, would be assessed for its level of effectiveness. That the company's marketing strategy is to "efficiently allocate & coordinate consumer research and activities" in order for the company to realise its objectives within a certain product market is essential. "A successful marketing strategy requires that every element of the marketing mix be brought together in a way that is both coordinated and integrated," The marketing mix is an essential component in the development of a comprehensive marketing plan that will both fulfil the needs and wishes of customers and assist the company in accomplishing

its goals and objectives. Relationships with customers that will be maintained over an extended period of time are the target of current marketing strategies. If a consumer is happy with the services they receive, the owner of a business hopes that the customer will come back in the future to tell their friends the about establishment. In response to the growing significance of cultivating long-term connections with customers, that American Marketing Association (AMA) have updated its definition of marketing to reflect these changes. Marketing is defined as "a business process and a set of methods for developing and delivering value to clients" by the American Marketing Association (AMA). On their website, may discover this particular definition of marketing. The primary goal should be to manage relationships with customers in a way that is helpful not just to the firm as a whole but also to individuals who have a stake in the company. This should be done in a way that is mutually advantageous to both parties. Workers, customers, members of channels of distribution, members of the media, members of government officials, and members of members of other organisations with a vested interest are all instances of stakeholders. This indicates that the company should establish a comprehensive marketing plan with a number of specified objectives in mind. It is necessary to have a good grasp of both the components that make up the marketing mix as well as the principles of communication in order for marketing operations to be properly put into action (**Chen, 2006**).

### **Marketing Mix**

The marketing mix refers to the mixture of several strategic marketing tools that are utilised by the organisation in order to get the desired response from the target market. The marketing mix encompasses any action that a firm might take to influence the demand for their products. In an integrated marketing campaign, the principles of "Product, Price, Place, and Promotion," sometimes known as the "Four Ps," are blindeable controllable elements that are employed. These aspects are used to give the intended value to target customers. The typical marketing mix is based on McCarthy's 4Ps, which are all concerned with product marketing. Booms and Bitner created a 7Ps service marketing mix model by extending the 4Ps notion with an additional set of 3Ps, which allowed them to further develop the original 4Ps concept. McCarthy defines "marketing mix" as "a blend of a set variable relevant to meeting customers' wants."

### **Location, or Position and Accessibility**

Because a large number of people may be able to access a convenient location, such as the Central Store District or an area that is either above or adjacent to MTR stations, location is essential for a retail business. These locations profit tremendously from their handy locations, which make it straightforward for guests to reach them by means of the public transit system. It's possible that shopping complexes in prominent locations may attract large groups of people, which might lead to a rise in potential retail sales. Example in Hong Kong, there are a great number of large shopping malls, all of which profit from their enviable positions. They chose places that are in close proximity to bus or MTR terminals so that it would be easy for people to get there via public

transit. The Mass Transfer Railway Corporation is an example of a developer that is able to profit from it. Along the route of the train are a large number of well-known shopping malls that were erected on top of MTR stations. Because the MTR can get customers there from a variety of different neighborhoods, the location is quite convenient. In addition, a retail complex that is located in close proximity to a hub for public transportation may be able to benefit from a broader catchment area and attract more customers. It's possible that having a public transit system nearby will attract a lot of people and visitors. Visitors, particularly those who are not familiar with the area's roads and shopping centres that are close to the MTR or other public transit, can be drawn in by a nice location, which can also be exploited as an attraction in and of itself. The whole route that a good or service travels before reaching its final location is what is meant to be understood when one speaks to "distribution."

### **Methodology:**

Researcher performed a rigorous cross-sectional investigation. The cross-sectional design necessitated a single point in time data collection, which was quick and low-cost. Because of the short timeframe and limited resources, the researcher opted for a quantitative approach. Rao-soft software was used to estimate the sample size of 1177; 1350 questionnaires were distributed; 1280 were returned; and lastly, 80 questionnaires were rejected owing to incompleteness of the questionnaire. The study included 1200 people as respondents. Using random sampling, all respondents were approached for the survey. Participants who decided to participate in the study were given information about it by the researcher, who was also on hand to answer any questions they had while they were waiting to finish their shopping. When a respondent was unable to read or write, or was confined to a wheelchair, the researcher read the survey questions and response categories to them, and then recorded their responses in the survey form as they were said. In some places, people were given questionnaires to complete and return all at once.

### **Study Area:**

The study was conducted in shopping malls. The study sites were chosen because of Effective Utilization of Human Resource in Shopping Center Management.

### **Data collection:**

The researcher conducted quantitative method research for the study through survey and interview. The details of the survey collection method and interview are described below. Respondents first answered control questions regarding the shopping malls, to predict the establishment of brand equity and size of their organization. This left a sample size calculated from Rao Soft and the sample size was 1200.

### **Sample:**

Data for the study was collected collection method and interview. Sample Size calculated through Rao-soft software was 1200, total 1350 questionnaires were distributed, out of which 1280



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questionnaire were received back, and 80 questionnaires were rejected because they were incomplete. The final number of questionnaires used for study is 1200 with 624 females and 576 males respectively.

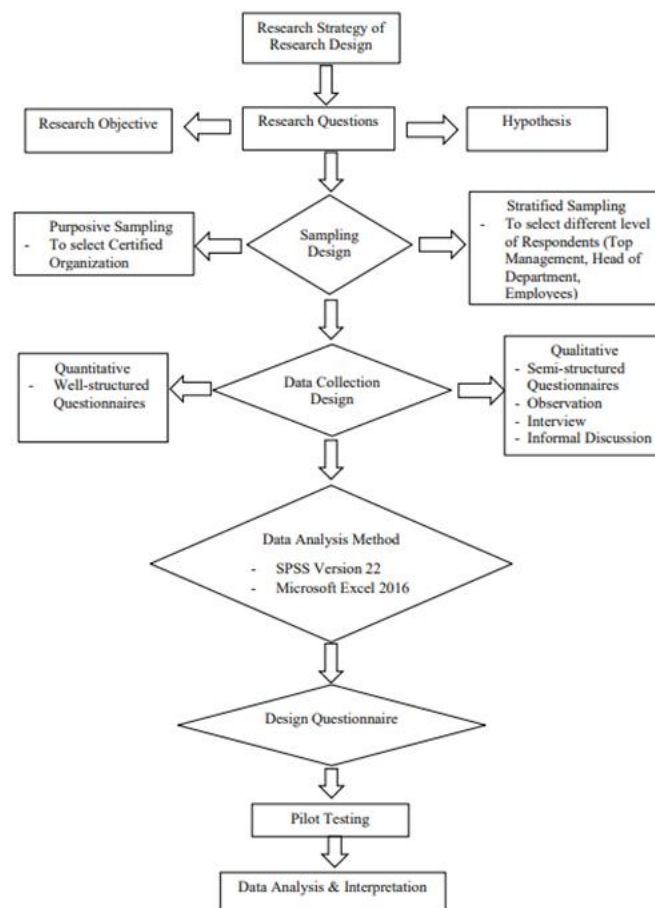
### Variables:

A characteristic, number, or quantity is referred to as a variable if it is capable of being counted or quantified. It's possible to refer to a variable as a data item as well. Some examples of variables are age, gender, income and expenses of a business, country of birth, amount of money spent on capital expenditures, class grades, eye color, and type of vehicle.

The study was assessed using 4 independent variables and 1 dependent variable, the questionnaires was formulated on the basis of the various independent variables as following:

### Shopping center management:

Suburban shopping malls continue to be an important part of today's marketing distribution system, despite the fact that some pundits have cast doubt on their survival.



### Remuneration:

The term "remuneration" refers to the entire remuneration that is given to workers for the services they provide. In addition to the base wage, this figure considers advantages such as commissions, bonuses, overtime pay, and any other forms of financial compensation that may be offered by the business to the employees they employ.

The following questions were designed to collect information for the domain remuneration, are mentioned as below:

- All employees are included in the company's performance review process. (6)
- The company has a formalised career development and advancement policy. (7)
- As part of its change management efforts, the company has been incorporating HR concerns into both its business strategy and its strategic change process. (15)

On basis of the above discussion, the researcher formulated the following hypothesis, which will analyze the relationship between remuneration and ideal shopping center management.

### **Training and development:**

In any kind of business, among the most essential aspects of managing human resources is making sure employees have enough training and advancement opportunities. By forcing individuals to learn new ways of doing their jobs, the purpose of all this is to enhance their abilities, behaviours, and levels of competence in the workplace.

### **Employee retention benefits:**

The capacity of an organisation to retain its current staff members rather than recruiting new ones is referred to as employee retention. To put it another way, in order for the organisation to be successful as a business, it must make deliberate attempts to keep the people it already has, particularly its most valuable workers, on board.

Continual flow of productivity: professionals who are employed by an organisation for extended periods of time provide a considerable amount of value to that business. They have an in-depth comprehension of the company's mission and are well aware of how to successfully meet the requirements of their work. In addition to this, individuals have gained all of the necessary skills that are required to successfully accomplish duties on even a daily basis .

Some of the points are mentioned below,

Workplace safety, Pilot Study, Quantitative research design, Selection of key informants, Measurement of constructs, Translation of instruments and pretesting, Data collection procedure and response rate, Verification of Non-response bias, Analysis of data, Reliability: The inclusion criteria: Exclusion criteria:

### **Discussion:**

The shopping center management have a significant influence on the amount predict the establishment of brand equity and their dispositions, according to this chapter's results. Tables are used to present the findings, which include the results of four models. The first part of the results describes demographic details of the respondents. In the study the data of descriptive analyses is shown in the tables of gender, age, Marital Status, income, Work Experience, Technical Skills and Computer knowledge.

In the study shown in table that 1350 questionnaire were distributed to the respondents, 1280 sets questionnaire were returned and analysis to using the statistical package for social science, a total respondent in the study was 1200. As per the table of demographic information of the gender was female respondents is 624 and 576 male respondents respectively. The age group of the descriptive analyses in the study was shown in the table. The occupation of the study was shown in the study in table . The income group of the study was shown in the study table.

The worth of a readily recognizable and favorably regarded brand name is measured by its "Shopping center management," or the influence it exerts on consumers' purchasing decisions. Organizations build up their brand equity by providing customers with memorable and satisfying interactions that make them prefer their products and services to those of rival companies.

## **Conclusion:**

This thesis's last section is its conclusion. The researcher begin with a synopsis of the research, where we talk about what we found and what we didn't. Then, a summary of the results, both empirical and theoretical, is presented. Afterwards, some last thoughts and a discussion of the study's shortcomings are presented.

The purpose of this thesis is to provide an analytical framework for understanding the factors that contribute to a city center's appeal, and for determining whether or not locals and tourists have distinct experiences of a city's central areas. There are two issues that go hand in hand with this study's overarching objective: what factors do customers value in city centers, and do locals and tourists have different opinions of these areas? This is an intriguing subject for study since many city centers are in decline as a result of competition from nearby cities and the proliferation of exterior retail complexes.

Previous studies in the fields of location marketing, place attractiveness, city center attractiveness, and retail served as the basis for the study's framework. The framework integrates four features: Remuneration, Training and development, Employee retention benefits and Workplace safety. Before putting forth hypotheses to be tested, a descriptive analysis of the self-evaluation questions was offered to highlight the significance of various characteristics in a city hub. Consumers seem to agree on virtually all of the assertions posed, suggesting that they are all relevant to life in a

metropolitan hub. The presence of nightlife was the only element that detracted from the attractiveness of city centers overall. Aside from the nightlife, however, the following features were valued: ambiance; ease of getting around; 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 check the validity of the four hypotheses. In order to verify our hypothesis, we used a t-test for independent samples. The ANOVA for independent samples was run to see whether there is a significant difference in Utilization of Human Resource in Shopping Center Management. Surprisingly, no statistically significant differences were found between the two groups in terms of shopping, convenience, entertainment, or ambiance throughout the test. Notably, the outcome held true even when the groups were assigned differently.

Given the lack of a statistically significant difference between locals and tourists, we looked instead for differences across demographic variables including age, gender, and frequency of visitation. When the respondents were broken down into categories based on age, the results indicated that satisfaction levels with the Shopping Center varied significantly throughout the age ranges. The average rating for shopping, accessibility, activities, and ambiance was greater among those aged 60 and above. The second group, teenagers and young adults (those under the age of 18), had a much lower mean for retail and ambiance. This may indicate that the central business district of Hong Kong is more suited for the elderly. It may also indicate that today's youth are angrier, more unsatisfied, and more difficult to satisfy than previous generations.

The authors of this study provide a contribution to the study of city center attraction by constructing a framework that integrates characteristics proposed by the literatures of place marketing, place attractiveness, city center attractiveness, and retail. Out of the five factors considered, shopping, entertainment, activities, and environment all appeared to contribute to a city center's overall attractiveness. While shopping does have a role, it turns out that other factors are perhaps more crucial.

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