

The efficacy of marketing strategies in shopping centers' promotion mixes to draw customers and visitors: an exploratory study based in Hong Kong

LI MENG¹, ABHIJIT GHOSH²

¹PhD Research Scholar in Nursing, Lincoln University College, Malaysia

² Dean in Lincoln University College, Malaysia

ABSTRACT

A group of shoppers were polled on the efficacy of various marketing strategies for boosting shopping malls' most important metrics (sales and foot traffic) and their responses were used to rank the effectiveness of various promotional tactics. There seem to be substantial differences among sales drivers or visit drivers, and the results indicate various combinations that may be beneficial in creating optimal consumer behavior. Displays at schools and communities tend to encourage visits from people who aren't potential customers, whereas fashion shows or product displays fail to generate either kind of reaction. Despite the popularity of mall-wide deals, a mix of free entertainment and discount offers

has been shown to be an effective alternative. Positive findings were found after analyzing actual purchases, visits, and promotional kinds during a three-month period to see how well actual customer behavior matched consumers' claimed behavior likely. The research found that shopping, entertainment, activities, and environment all contribute to the attraction of city centers. City center accessibility was not shown to have a statistically significant effect on a city's desirability. This research aims to examine the ways in which Marketing strategies—such as Production strategy, pricing strategy, promotion strategy, and location strategy— affect organizational performance.

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

INTRODUCTION

One of Hong Kong's most important economic drivers is retail commerce (Yihan Ma, 2021). According to Heung and Kucukusta, Hong Kong has become a 'shoppers' paradise' because of its abundance of shopping complexes. The retail malls of the nations are renowned for their

cleanliness, aesthetic appeal, welcoming atmosphere, and ease of access. There are 131 major shopping malls in Hong Kong, most of them are situated in new cities.

However, the situation was upended due to the sudden outbreak of the Covid19 pandemic. The retail sales growth dropped drastically. People gradually switched to online retail shopping. Like mainland China, consumption channel preference marked a paradigm shift - four out of five consumers like to continue online as their channel preference (Ma, 2021).

This research study analyzes the promotion mix of Hong Kong retail malls, focusing on its main components and the success of such techniques. Various retail malls in Hong Kong have introduced new promotional initiatives in an effort to increase foot traffic and provide consumers with more of what they want. The purpose of this article is to investigate the types of promotional mix used by various retail centers and how well it draws in customers. Only three of the world's most well-known retail malls were chosen for this research. They are the New Town Plaza in Sha Tin, Harbour City in Tsim Sha Tsui, and Pacific Place in Admiralty. Despite being spread out over Hong Kong Island, Kowloon, and New Territory, these malls manage to draw customers from all over the world. An on-site study and customer survey its be used to get consumer feedback on the marketing tactics currently being used by shopping malls. Management at shopping centers would be provided with a consumer survey analysis and 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 present promotional mix in reaching both current and future consumers. Given the rapid pace at which new technologies are introduced, it's no surprise that mobile communication has lately grown more widespread and appears to be more influential than conventional public media. Furthermore, this article proposes actions for shopping center administration to modify their promotion mix by using technology to improve their advertising methods and permit marketing with their clients. (Alexander, 2021)

LITERATURE REVIEW

Shopping Center Definition

The definition of a shopping center has undergone numerous changes over the years in terms of size, amenities, and tenant mix, and the industry has had to contend with recessions, overbuilding, significant changes in the financial situations and space needs of anchor tenants, as well as shifts in consumer preferences. (Muhleba,1992)

According to the International Council of Shopping Centres (ICSC), one of the biggest and most reputable organizations on shopping centers in the world, a shopping center is defined 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, lit buildings containing retail space on either one or both sides of a walkway. Around the mall's perimeter, parking is often

available. Regional (less than 1 million square feet) or superregional (more than 1 million square feet) are the two categories that shopping malls fall under.

The regional center (including super regional center), the community center, the neighborhood center, the specialty center (including outlet and off-price center), and the convenience center are the five main categories of shopping centers according to the United States. The dominating or anchor tenants, the gross leasable space, and the population or trade region that they service determine the kinds. Additionally, new styles of retail malls have been created, such as the megamall, which is three to four times bigger than a typical regional mall, and the power center, which is built to house more anchor businesses. 1990's Institute of Real Estate Management

Marketing Definition, Concept, and Marketing Strategies

Although there are several definitions of marketing, they all have the same meanings. According to Kotler's definition from 2003, marketing is "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 idea, reaching organizational objectives relies on understanding target markets' requirements and desires and exceeding rivals' levels of customer satisfaction. Such a notion is a marketing concept, according to (Kotler, 2003). Creating, communicating, delivering, and trading goods that have value for consumers, clients, partners, and society at large are all parts of marketing, according to the American Marketing Association. (AMA, 2013) The following is the definition of marketing provided by the Chartered Institute of Marketing (CIM): The management process known as marketing is in charge of successfully recognizing, predicting, and meeting client needs. (CIM) Marketing, when used broadly, is a social and management process through which people and organizations fulfill their needs and desires by producing and exchanging value with others. The process through which businesses provide value for consumers and establish trusting working relationships with them is referred to as marketing.

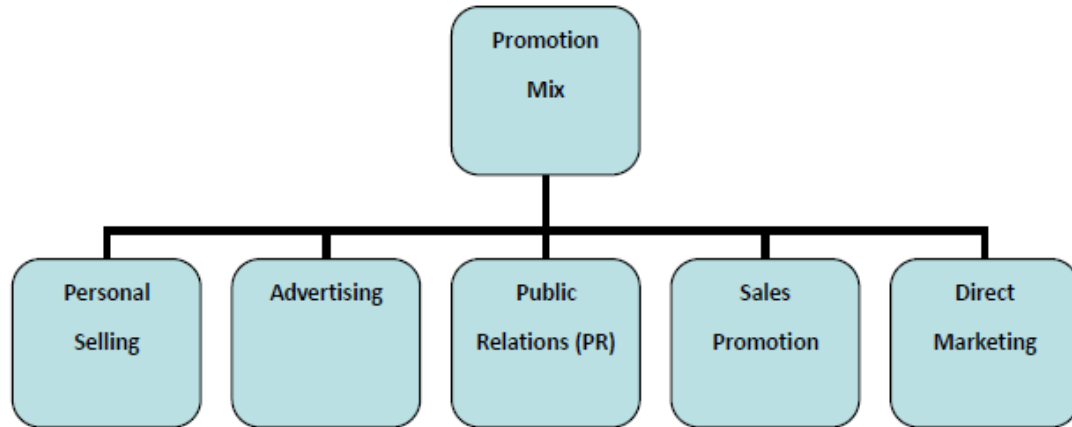
Framework for the Shopping Center Marketing Mix

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

Promotion-Communication Mix

Promotional mix, also known as marketing communications mix, is the particular combination of advertising, public relations and personal selling, sales promotion, & direct-marketing tools that the business employs to persuade customers of the value of their business and foster long-lasting relationships with them. (Kazer, 2012)

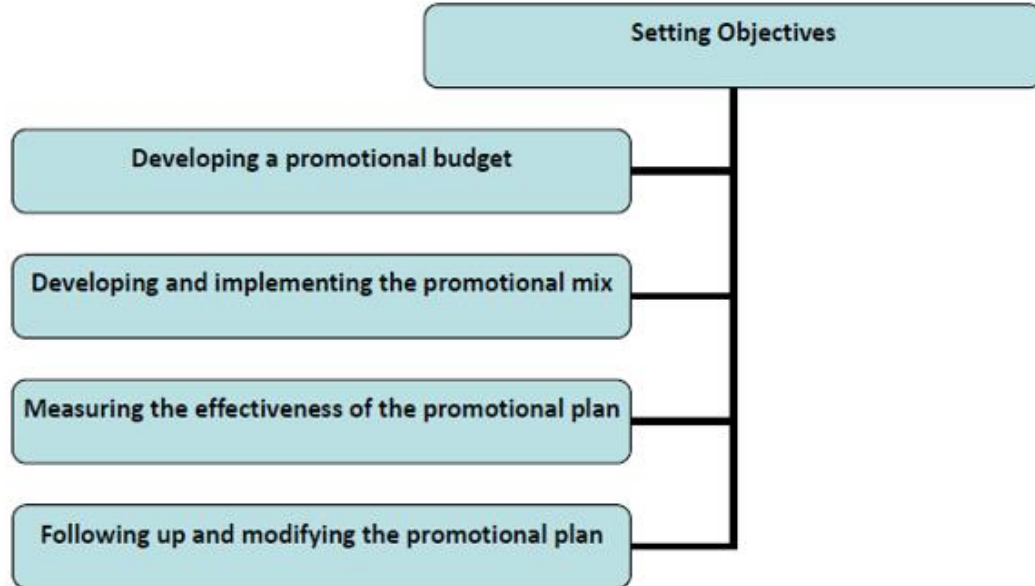
Fig- 7 Promotion mix (marketing communications mix)



We referred it as promotion mix (marketing communications mix)

The flow of information and business promotional tools would resemble the charts below. Called it the marketing communications mix (promotion mix) (Kolter, 2012) The top five promotion strategies for reaching out to clients and other stakeholders are listed above. Broadcast, print, online, outdoor, and other kinds of advertising are all included. any kind of non-personal, paid marketing of ideas, products, or services by a sponsor who can be recognized. Mix of 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 of the company makes a personal presentation in an effort to close deals and cultivate connections with clients. Press releases, sponsorship, special events, or websites are all examples of public relations (PR). fostering positive relationships with the company's numerous publics through securing positive press, developing a positive corporate image, and addressing or preventing unwanted rumors, stories, and occurrences. (Kolter, 2012) Direct marketing includes a variety of strategies, such as catalogs, telephone marketing, kiosk marketing, online marketing, and more. Direct interactions with specifically selected individual customers to both receive a quick response and build long-term client relationships. Many large shopping center management have set up their own marketing department to coordinate all promotional efforts so that current and potential customers can be reached through the marketing communications mix (Kolter, 2012). This is done in order to effectively deliver the right message to customers.



All "participants" that the consumers may come into touch with throughout the service delivery process are referred to as this aspect. These players include those who may influence how customers perceive the service, such as members of the customer care team, operational personnel, security guards, cleaners, and store tenants. The ideal strategy for keeping and luring customers to the mall is always to provide excellent customer service. Having a positive connection with clients may foster repeat business through fostering customer loyalty. Therefore, providing excellent customer service is essential to keeping clients. Examining the literature on shopping malls and marketing tactics makes it clear that contemporary shopping mall management is intimately tied to marketing theory. In order to reach their target customers, management would first take into account their own aims and objectives before creating their own marketing strategy mix and promotional mix. Shoppers would provide a wealth of data and information along the process. A better marketing campaign would be launched when those facts and information were analyzed and adapted to client demand. The administration of the shopping center would often modify their marketing methods to suit the demands of the market since the outside environment changes from time to time.

The Wholesale and Retail Trade

This section takes a look at the retail industry in Hong Kong as it exists at the present day. Shopping malls offer the physical sites for various retail operations, including consumer shopping and other retail activities. It is possible to evaluate the performance of the retail market by looking at sales volume and value, as well as changes in these variables over time.

Malls available for shopping in Hong Kong

According to information provided by the Hong Kong tourism bureau, the city's shopping malls may be described as "simply abundant and diverse." It's have them in a shape that is flashy and glassy vibrant and centered on a subject.

These retail hotspots, which are crowded and provide a wide variety of goods, are Hong Kong's modern reaction to the city's long history as a marketplace (HK Tourism Board website, 2017). Hong Kong is home to more shopping centers than any other city in the world, regardless of size. A great number of real estate companies and real estate investment trusts located all across the area are the owners and operators of shopping malls (REITs). On the other hand, several malls are owned by the Hong Kong Housing Authority, which is a government body.

The Market for Retail Real Estate

This section investigates (A) the current state of the retail property market (with respect to both A) the stock of the retail sector in Hong Kong and B) the price of property in the city.

Retail Real Estate Market

The rents for retail properties have been rising steadily (see Figure above), and Hong Kong's shopping mall business has been expanding at a similarly surprising rate.

In its 2016 (most recent) property study, the Rating & Valuation Department observes that for retail properties, "the performance and price of the sales market mirrored the leasing market throughout [2015]." Prices and rentals both showed an increasing trend at first but declined in the last three months of the year. This somehow results in a shift in the retail real estate market. According to the Property Review Monthly, as of January 2017, both the average price and rent were lower than they were at the end of 2015. This may be somewhat ascribed to the bad performance of the retail sector during that time (see final section—Retail Market).

Retail Industry Stock

The Rating and Valuation Department states that "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 10,992,400m² at the end of 2015, with 29% in Hong Kong, 41% in Kowloon, and the remaining in the New Territories.

68,000m² of retail space was completed in 2015. 10,000m² were taken up, down from 16,000m² a year earlier. 7.7% of the entire stock was vacant, or the vacancy rate. In its most recent study, the Rating and Valuation Department projected that completions would increase to 126,900m² in 2016 and 93,000m² in 2017. The numbers are much greater than they were in the prior five years. Hong Kong's portfolio of retail properties is growing in size overall.

The Management of Shopping Centers Sector

Despite this, there are two significant difficulties in the region that need attention: (1) alterations in shopping online management through time; and (2) how to increase Hong Kong's mall's competitiveness (2014). The following two concerns it be covered in this research.

Management of shopping centers has changed throughout time. According to Prof. Eddie Hui, the main causes of the changing ecology of this city's retail malls were the shifting sources of consumers, rising competition, and globalization (ISCM, 2014). The Hong Kong Tourism Board's data show a sharp increase in tourists to Hong Kong, from 21.18 million in 2004 to 59.31 million in 2015. (the latest figure available at the time of writing). More startlingly, almost 70% of them are tourists from the mainland of China.

METHODOLOGY AND RESEARCH PLAN

Methodological approach

This research gives an empirical setting in order to analyse the theoretical relational path selected from the literature, and to test this by hypothesis. This is made possible with the assistance of the conceptual models that have been presented. Quantifying the facts is one of the goals of the conceptual framework. The research approaches and strategies that were used in the course of this investigation were quantitative in character. In spite of this, quantitative data could be useful for extra conceptual validation in any research method. In order to acquire insight into confirming the process of earning trust and commitment, quantitative data must first be collected and analysed. The suggested study makes use of a quantitative of data in order to identify the degree of significance in relation to quantitative information that investigates the phenomena.

Quantitative research design

The goal of quantitative research is to describe and explain events by numerically representing and manipulating data. Physics, biology, sociology, and geology are just few of the fields in which it has been applied in the last several decades.

Furthermore, quantitative research is defined by Cohen (1980) as social research that makes use of empirical methodologies and empirical claims. A description of what "is" in the "actual world" rather than what "ought to be" is what he means by an empirical assertion, according to him. The use of empirical assessments is another aspect in quantitative research, which often expresses empirical claims numerically. To put it another way, a kind of empirical assessment is one that aims to establish how well a given programme or policy meets or fails to meet a certain criterion or norm.

Population and sample of the study

Samples are smaller sets of data that have been chosen or selected from the wider population in accordance with an established selection technique. A sample point, sampling unit, or observation is a term that describes one of these items. Conducting research using a sample is a time-saving approach. For the vast majority of circumstances, doing a comprehensive study of an entire

community is either impractical or prohibitively expensive and time-consuming. As a result, researchers may draw conclusions about the community as a whole by analysing a small portion of the population.

Selection of key informants

Interviewing a small number of people who are likely to have important information, thoughts, or insights on a certain issue is known as a "key informant interview." Key informant interviews have two distinct qualities worth mentioning.

The first step is to interview just a limited number of people. Such sources are chosen by the investigator because they have information or thoughts that may be elicited from them. Key informants are selected based on the nature and scope of the investigation, and the investigator finds relevant groups from which the key informants are taken.

Measurement of constructs

It is possible to utilise measurement contracts (also known as "re-measurement" or "measure and value" contracts) in cases when the design (or kind of work) may be stated in acceptable detail, but the quantity cannot be determined.

Theoretical assertions are formed by connecting abstract creations together in a coherent manner. In order to evaluate the significance of the relationships between these constructs, it is necessary for the testing of theories to conduct measurements that are precise, accurate, and based on scientific principles. Making accurate observations of the reality that surrounds us is the focus of all empirical research methods. When doing research in the field of social science, it may be simple to quantify some aspects, such as a person's age or weight, or the size of a corporation; yet, measuring other aspects, such as creativity, prejudice, or alienation, may be far more challenging. In this chapter, Researchers are discussing the conceptualization as well as the operationalization of such conceptions.

Translation of instruments and pretesting

The questionnaires used in this study were prepared by the researcher based on the research goals, the literature evaluation, and the theoretical framework of the study utilising the effectiveness of the marketing strategy in promotion mix of shopping centers to attract visitors and shoppers.

Data collection procedure and response rate

Utilizing tried and true methods of information accumulation, researchers are able to arrive at certain conclusions about their fields of study. The hypothesis of a researcher may be tested with the help of the data that was gathered. Gathering information is often the first and most important step in the process of doing any kind of research project, regardless of the topic being investigated. The collection of data is approached differently by distinct fields of research since the information that is required varies from one field to the next.

Verification of Non-response bias

A non-response bias may emerge when individuals who decline to take part in this study or who leave out before the research can be finished are significantly distinct from those who do take part in the study. This can happen when they are asked the same questions as those who do take part.

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 unearth information that is helpful. The goal of data analysis is to derive actionable insights from collected data and to base subsequent decision-making on those findings.

The process of applying statistical and logical techniques in order 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 referred to as "Data Analysis." The methods of data analysis make it possible for us to extract the underlying meaning of the data by cutting down on the noise and confusion that is caused by the remaining portion. The process of data analysis is iterative, and during each iteration, the act of acquiring information and then analysing that information occurs simultaneously. In data analysis, maintaining the data's integrity is one of the most important steps in making sure the findings are accurate.

Reliability

For the instrument to be reliable, it must yield the same measure when used on more than one occasion. The questionnaire was pilot tested using 10-20 respondents by the researcher to find out unclear or ambiguous questions. Vague questions were reworked or removed. The pilot testing of the questionnaire helped to estimate the time that could be taken to respond to the survey which was on the average of 30 minutes. Respondents involved in the pilot were not included in the primary study.

The inclusion criteria

- 1) Customers of age 18 and above.
- 2) Customers are to be included in the study.
- 3) Only the completed questionnaires were included in the study.

Exclusion criteria

- 1) Customers less than 18 years age.
- 2) Incomplete questionnaires were rejected.

Data management

Variables and measurement

The outcome variable marketing strategy in promotion mix of shopping centres, which comprised of advertising sales, promotion events, experiences public relations, publicity Online, social media marketing, Direct and database marketing. The responses were measured on a 5-point Likert scale: (1) Strongly disagree, (2) Disagree, (3) No answer, (4) Strongly agree, (5) Agree.

DISCUSSION

Demographic Details

Descriptive Statistics for Likert scale

Second part of the result comprised of interval scale for Likert scale in the table starting from the interval scale to determine the minimum and the maximum length of the 5-point Likert type scale, the range is calculated by $(5 - 1 = 4)$ then divided by five as it is the greatest value of the scale $(4 \div 5 = 0.80)$. Afterwards, number one which is the least value in the scale was added in order to identify the maximum of this cell. The length of the cells is determined below:

- From 1 to 1.80 represents (strongly disagree).
- From 1.81 to 2.60 represents (disagree).
- From 2.61 to 3.40 represents (neutral).
- From 3.41 to 4.20 represents (agree).
- From 4.21 to 5:00 represents (strongly agree).

Out of 20 questions use in the questionnaire, 19 fall in the interval of 3.41 to 4.20 representing agree. However, 1 fall in the interval of 4.21 to 5.00 representing strongly agree.

DEMOGRAPHIC DISTRIBUTION OF LIKERT SCALE

The third part of the results comprised of demographic distribution of Likert scale on basis of gender. For the first question of Likert scale which states whether the respondents agree with the tourist shoppers are more satisfied than resident shoppers with their shopping experience, tourist shoppers are more satisfied than resident shoppers with their shopping experience, the greatest number of respondents 6836 (49.0%) strongly agreed whereas 852 (6.0%) respondents strongly disagreed. Similarly, for questions (2. Tourist shoppers have intention to spend more than resident shoppers the greatest number of respondents 6944(50.0%) strongly agreed whereas 910 (7.0%) respondents strongly disagreed.) (3. Shopping industry is an important promotional strategies in financial services industry the greatest number of respondents 6982 (50.0%) strongly agreed whereas 930 (11.0%) respondents strongly disagreed.) (4. Shopping centers are the purpose of identifying the most critical elements of promotion-mix in Hong Kong the greatest number of respondents 8458 (61.0%) strongly agreed whereas 1036 (7.0%) respondents strongly disagreed.) (5. Are you satisfied with the influence of promotion-mix tools on customers' shopping behaviour and shopping centre performance the most critical elements of promotion-mix in Hong Kong the greatest number of respondents 7942 (57.0%) strongly agreed whereas 1068 (8.0%) respondents

strongly disagreed.) (6. Promotion mixes tools have different effects on shopping behaviour across different consumers classified on demographic variables the greatest number of respondents 8750 (63.0%) strongly agreed whereas 1130 (8.0%) respondents strongly disagreed.) (7. Do you think that discounts and offers are a good way to attract visitors and shoppers in Hong Kong markets the greatest number of respondents 7744 (56.0%) strongly agreed whereas 1020 (7.0%) respondents strongly disagreed.) (8. A wide variety of products is a good way to attract visitors and shoppers in Hong Kong market the greatest number of respondents 6784 (49.0%) strongly agreed whereas 930 (6.0%) respondents strongly disagreed.) (9. Providing good customer service is a good way to provide loyalty to visitors and shoppers the greatest number of respondents 7084 (51.0%) strongly agreed whereas 858 (6.0%) respondents strongly disagreed.) (10. The time, date, and/or seasons when the shopper buys the product (on Thursdays, at noon, during the winter holidays, etc.) The greatest number of respondents 8738 (63.0%) strongly agreed whereas 1192 (8.0%) respondents strongly disagreed.) (11. The customers prefer purchasing from shopping centers, the greatest number of respondents 8100 (58.0%) strongly agreed whereas 1100 (8.0%) respondents strongly disagreed.) (12. The customers prefer purchasing online location 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 greatest number of respondents 7266 (52.0%) strongly agreed whereas 884 (6.0%) respondents strongly disagreed.) (13. Shoppers buy a certain product but also, they buy similar product of different variants, which does profit for the shopping market, the greatest number of respondents 7168 (52.0%) strongly agreed whereas 868 (6.0%) respondents strongly disagreed.) (14. The frequency with which the shopper purchases the item (daily, weekly, monthly, seasonally, annually, and so on), the greatest number of respondents 8834 (64.0%) strongly agreed whereas 1126 (8.0%) respondents strongly disagreed.) (15. Purchasing goods in online market is rather more efficient than shopping offline which consumes more time, the greatest number of respondents 6952 (50.0%) strongly agreed whereas 1010 (7.0%) respondents strongly disagreed.) (16. Ordering from online market is likely to have a pleasant experience, the greatest number of respondents 6712 (48.0%) strongly agreed whereas 906 (7.0%) respondents strongly disagreed.) (17. Do visitors online market and get product of their choice, the greatest number of respondents 8284 (60.0%) strongly agreed whereas 1046 (8.0%) respondents strongly disagreed.) (18. Customer get products delivered late through online shopping, the greatest number of respondents 7444 (53.0%) strongly agreed whereas 988 (7.0%) respondents strongly disagreed.) (19. Customers don't often get replacement through online shopping, the greatest number of respondents 8276 (59.0%) strongly agreed whereas 1120 (8.0%) respondents strongly disagreed.) (20. Most customers get counterfeit products online, the greatest number of respondents 7484 (54.0%) strongly agreed whereas 1000 (7.0%) respondents strongly disagreed.)

CONCLUSION

This thesis's last section is its conclusion. Researchers are beginning with a synopsis of the research, where they talk about what are found and what are 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 five features: shopping, ease of access, entertainment options, activities, and vibe. 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, they used ANOVA test for independent samples. The ANOVA test for independent samples was run to see 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 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, they 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 city center of Hong Kong 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.

In addition, the research makes a contribution by comparing the levels of satisfaction in city centers among locals and tourists. Previous studies have shown that there is a wide range of opinion on what makes a city center appealing and valuable. As the t-test results show, however, there are no statistically significant variations between the levels of satisfaction reported by locals and those reported by tourists in the heart of most cities.

This Study objective is to analyze the event from the perspective of a promotional strategy for a shopping center. Accordingly, it was discovered that integrating the event into marketing plans is a good technique for a firm to achieve its twin aims of satisfying its customers and generating income. This was the conclusion reached as a result of the findings described above.

It was decided that the event may be seen as a marketing tool that is utilized to bring about new and rewarding experiences for the audience that is being targeted.

Researchers have created a list of the different channels of information distribution and promotion that are used by the organization. Some of these channels include websites, social media, drives, sponsored posts, promotions, e-mail marketing, and out-of-home media such as TVs and billboards. The involvement of stakeholders is the first step in the process used from pre-production all the way to post-production. Next, in-person meetings are held to synchronize the event's insertion and disclosure, as well as brand activation and report delivery. Putting on an event is a fantastic opportunity for event organizers to publicize the services they provide and to get new clients.

The information available on this subject is quite limited, making the task of gathering it a difficult one. Those individuals who had been provided with questionnaires at the outset of the study had not yet provided any kind of answer.

A study is being done to establish the relevance of the mall event in terms of strategic marketing planning and the extent to which its positioning is tightly tailored to the demographics of its target audience. It is vital for the mall to continually update itself to follow the changes in the alternatives offered and, in the choices, made by consumers. As part of the mall's strategic planning, the mall periodically compares its items to those of its competitors.

Due to the importance of events to shopping malls, the inquiry came to the conclusion that these enterprises need a specialized events department that is manned by professionals who are both experienced and skilled in their fields.

In conclusion, the necessity of marketing efforts in the events industry is underlined. This is done with the intention of meeting the expectations of the hopeful and profitable market that the sector serves as well as improving the quality of the services that are offered.

First, let's talk about the managerial implications that this convergence has for Hong Kong's shopping malls and retailers operating in the rapidly growing China market. Due to the fact that this was an exploratory study, concentrated on only one aspect of customers, namely their mindsets

and behaviors while they were shopping. As a direct consequence of this, we will confine our discussion to just this one aspect of the repercussions. In addition, the recommendations should not be taken as definitive conclusions but rather as preliminary implications because of the fluid nature of the retail environment and the continuously shifting shopping attitudes and behaviors of urban Chinese customers. The most important thing for managers to take away from this is the fact that there is no one strategy that will work for all of Hong Kong's shopping malls and stores. It is common knowledge that the Chinese market contains a great deal of variety. According to our findings, individuals also prioritize their purchases in a variety of ways. According to the findings, residents of the two cities who buy their food from either traditional merchants or from modern retailers have very different ways of thinking and go about their daily routines when it comes to food procurement. Customers who shop at contemporary supermarkets are likely to place a higher premium on freshness than those who frequent traditional outdoor markets. In order to attract customers, international food retailers need to modify their communication strategies and tactics based on the shopping preferences of their target demographic in various regions of the mainland. This is necessary because the shopping preferences of their target demographic vary from region to region on the mainland. Second, the findings can assist retailers in determining how difficult it is to break into the competitive clout of wet markets and in allocating resources in accordance with this difficulty assessment. As an illustration, the findings of the ANOVA reveal that there is no discernible difference between the attitudes held by customers of wet markets and those held by store owners with regard to the manner in which they engage with shopping malls. It's possible that this indicates customers are shopping at both traditional and online retailers as a result. This indicates that they are in direct competition with one another in order to acquire the same customers. To put that another way, it will be challenging for retailers to increase the share of the perishables market held by supermarkets. If there is a significant gap between the two types of customers represented in a given sample, it may be an indication that different kinds of food retailers are adapting their services to meet the specific requirements of the customers they serve. There will be less competition between food chain shops and mom-and-pop businesses here because of the nature of the market. If a store's owners want to successfully compete with the local wet markets, it is imperative for the store's owners to make strategic investments. It is reasonable to anticipate that clients who place a high value on products possessing this quality will frequently shop at these traditional marketplaces. On the other hand, modern food retailers are anticipated to win over customers who have a shorter attention span due to the ability of their larger size stores to satisfy customers' needs in a single visit. This is possible due to the larger size of these stores. According to the findings of our investigation, they are able to assert that this is not always the case. The executives of supermarkets and retail experts are in agreement that perishable goods are a major obstacle to growth for retailers in developing countries. However, they argue that this trend may reverse as the economies of these countries continue to develop and as an increasing number of people in the modern middle class begin to shop at supermarkets. According to our research, international retailers should not let themselves be misled by this argument.

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