

Influence of Experiential Marketing on Shoppers Behaviour at Gvk Mall –Hyderabad

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Abstract: *In Retail Industry there is a sea change compared with past and present constant increase in establishment of shopping malls this can be due to various reasons such as increase in income levels, upgradation of life style, metropolitan lifestyle, adoption of western culture etc also to the fact that malls are acting as one stop junction for providing entertainment, shopping, fun celebrating weekends with a great experience with loved once. The retail shopping malls in India is the mixture of domestic and foreign brands. In Indian brands the most popular one is Big bazaar, GVK lifestyle are the other competitors. International leading brands are shoppers stop, wall mart also play a dominant role in India. This article mainly focuses on the aspect called as experiential marketing as experience in terms management constitutes an episode which is personal coupled with importance in the emotional realms which is created by an interaction with a product or stimulus relating a brand. There are different types of experiences such as Product experience, Shopping, service & Consumption experience. To investigate process of shoppers behavior In this study major focus of experiential aspect is to relate with customers in a multiple level approach by connecting the link between of experiential marketing into five dimensions: Sense Experience, Feel Experience, Think Experience, Act Experience and Relate Experience as how these attributes will lead to total customer satisfaction on shoppers at GVK is been studied.*

Key Words: Retail, organized, shopping malls, shoppers behavior, experiential marketing, loyalty

I. INTRODUCTION

Indian retail sector has grown rapidly from small remote local village Weekly Bazaars to rich, and swanky air-conditioned shopping malls. A decades back previous generation used to go to 'kirana shopees' to buy grocery which now is available in grocery stores. From small remote towns & village's to cities and now even in metros and big cities 'kirana shops' still dominate and fulfil the daily

needs and requirements of a family. The transformation seems to be dynamic but definitely retail stores and malls have been transforming the retail industry from unorganized to organized. Still it takes time for complete transformation as organized retail sector is hardly 5% of the total retail sector in India.

Basically There are two main formats of mall:-

- shopping Malls
- Family Entertainment Centers.

In today's information explosion era the market is becoming extremely more competitive all over worldwide. Retaining consumer's loyalty has become a challenging task to marketers. In this modern advanced elite society talented matured Consumers looking after to explore something different more and which is unique. Hence over all after buying a product or service what end experience and feel a consumer realizes that is taken into consideration to derive customer satisfaction and to retain loyalty. Hence experience is one of the most high priority topics for marketers that is the consumer experience, for which diversified studies are conducted in the shopping mall context. Shopping malls do provide a combination of service and products. People from all over gather in shopping malls and often socialize there. Thus, shopping mall operations and shopping mall elements, in particular, are enlightened for exposure to the experiences of people. These individuals are intended to pay for a good experience; on one hand, if they are highly satisfied with the experience, they may even pay a extra premium for it. On the other side, this value judgment element of shopping mall can create dissatisfaction among them. Thus, basic principal questions remain, such as: what experiences will ensure consumers are satisfied and how can shopping mall managers promote desirable experience while eliminating negative cues? Hence this study deals with aspect of experiential attributes of shopper who walks into a mall which is one of the main cause of shopper's behavior in order to study customer satisfaction and impact on loyalty in organized retail malls.

To overcome all these problems this research tries to facilitate the Mall developers, managers, marketers and operators with the perfect blend of necessary acumen in terms of various shopping dimensions required to offer the specific customers so as to operationalize the shopping mall with good productivity and sustainable performance .

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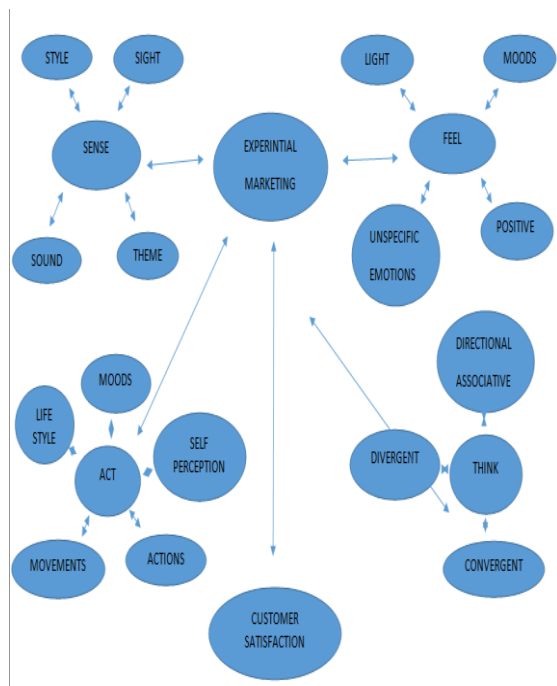
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II. CONCEPTUAL FRAMEWORK



III. INTERPRETATION OF CHART

In today's modern market of organized shopping malls there is a sea change in customer behavior as most of their purchases are unplanned and the reason behind that is the modern marketing techniques in shopping malls, that is display of products and services receiving and customer treatment, ambience discounts, exciting offers, weekend offers, gifts, coupons, vouchers, free services, live demos, free sample, free home delivery etc entertaining and engaging customers in systematic manner.

In this article based upon the literature review the proposed chart is developed in order to study the shopper's behavior from experiential marketing point of view. As soon as the customer walks in he is exposed to lot many things what he observes, hears, etc there the beginning of experiential aspect will start where in the customer will perceive information through his senses such as sense, feel, think that's how he generates the information and a kind of attitude is developed and finally he derives a kind of experience what he is enjoying he relates the experience to himself as what he is observing and sensing is meant for him and finally which leads to action that would be his purchase decision.

Hence in this research study the focus is on experiential marketing as how it generates correlating it with customer satisfaction and loyalty.

IV. LITERATURE REVIEW

- In 1979, Gary M. Reynolds introduced the Miller Band Network at startup of engagement marketing, the first stage in the history of experiential marketing. From there process of keeping consumer busy was adopted, the consumer became a more common practice. When you market, you create an experience, Do it successfully and you engage your customer. Experience is one that target customers comes to feel comfortable with and seek out for enjoyment that you've successfully engaged them.

- What is experience?** According to Holbrook and Hirschman & Hirschman, (1981), experience in the context of management constitutes an episode which is personal coupled with importance in the emotional realms which is created by an interaction with a product or stimulus relating a brand. The experiences are produced when the consumers look for services or products, receive them or finally consume them. It is imperative that the consumer is directly involved in the process of choosing the product or the service, and/or buying them and/or receiving them, and of course the consumption of the same plays an equally important role.
- There are various kinds of experiences as far as marketing is concerned. According to various authors (Arnould, Price, & Zinkhan, 2002) (Brakus, Schmitt, & Zahang, 2008) & Morris, (2000), the various types of experiences are – 1. Product experience 2. Shopping and service experience. 3. Consumption experience further divided the types of experiential marketing into five forms sense marketing focuses on five senses, which are vision, hearing, smelling, taste and touch (Schmitt, 1999).
- Feel “In contrast to moods, emotions are intense and stimulus-specific affective states (Schmitt, 1999).” Based on the Schmitt theory, there are two types of emotion: basic emotion & complex emotions. Basic emotions comprise the base of our lives, chemical elements, can be found in every part of the world. Complex are blends and combinations of basic emotions. Schmitt suggested sixteen kinds of consumption emotions. Such as anger, discontent, worry, deep sadness, fear, shame, envy, loneliness, romantic, love, mind peacefulness, contentment, optimism, joy, excitement, and other items (gully, proud, eager: Sense, Feel, Think, Act and Relate “The core essence of Think marketing is to guide customers so that they can engage themselves in elaborative and creative thinking that finally may result in reevaluation of the company and products.
- “ACT is action – I. The Presence of Information Technology everywhere. II. The dominance of the Brand - "Brand! Brand!! Brand!!! That's the message...for the late '90s and beyond," wrote Tom Peters in his book called The Cycle of Innovation (Peters, 1997). III. The Presence of Communications and Entertainment at all the times.
- Experiential marketing differs considerably from the traditional marketing techniques, and tries to attract the consumers through creating positive and engaging memories about the brand, resulting in an emotional attachment to the brand, as opposed to the traditional ways of marketing, where, the marketers tried to attract the consumers through the rational reasoning of attributes and benefits attached with the product (Petkus Jr, 2002).
- Caru and Cova (Caru & Cova, 2003) stated that to make an experience into experiential marketing the result must be “something extremely significant and unforgettable for the consumer to be immersed into the experience”. ‘Experience’ can be understood.

Tynan and McKechnie (2009) specify that it is both a noun and a verb and “it is used in different ways to convey the process itself, participating in any kind of activity, the impact or way in which an object, thought or emotion is felt through the sense organs or the mind, and even the outcome of an experience by way of a skill or learning for example”. We can differentiate between ordinary and extraordinary, consumer and consumption experiences, and also virtual and live brand experiences. We can differentiate between ordinary and extraordinary, consumer and consumption experiences, and simultaneously also virtual and live brand experiences.

- In the beginning Haeckel has started the experience movement and worked on the article in year 1994, but this was already existing in Holbrook and Hirschman’s 1982 iconic paper on the consumption experience (Tynan and McKechnie 2009). Hence it was almost 3 decades ago that marketing and consumer researchers discovered the importance of the experiential aspects of consumer behavior (Holbrook and Hirschman 1982) and hedonic consumption (Hirschman and Holbrook 1982). This kind of experiential perspective denotes consumption as originally the state of influence of personal feelings upon consciousness with a variety of symbolic meanings, hedonic responses, and esthetic criteria. The authors explained “three Fs”: fantasies, feelings and fun (*Ibid.*). Widening on the essence of three main Fs, the new literary offerings could be seen as under the broadened view “four as explained are Es” – experience, entertainment, exhibitionism, and evangelizing. Each of these four Es can also be summarized by words beginning with the same letter, e.g. experience: escapism, emotions, enjoyment (Holbrook 2000). Kale in the year (2004) specified that an experience in its most general usage is simply a mental state of mind that occurs in any given individual, at any conscious moment. By experience Haeckel (1994) mean the “takeaway perceived thought” information generated by consumer’s repeated encounter with brands, services, and businesses – Their research showed that in the social sciences and philosophy basically experience is defined as a “subjective matter in the construction and transformation of the individual with an emphasis on the emotions and senses lived during the immersion at the cost of the cognitive dimension”. Business marketing express experience in much more wide objective format, justifying on idea that the end result may be something extremely fruitful and memorable for the consumer immersed into the world of experience (*Ibid.*). By defined experiences as it’s a memorable events. Tuohino (2006) define experience as most *affective* event or events which of course have a strong impact on the one who perceives. At present in general context experience marketing is based on the experience economy concept (Pine and Gilmore 1998), which encompasses the most developed and theoretical discourse about experience marketing (Gilmore 1999, 2002). In their publication “The Experience Economy” Gilmore (1999) cleared that experiences are fourth economic contributor, but one among all that has until now gone largely unrecognized. They explain the progress of value from commodities to products,

services, and also experiences by showcasing how experience as a new differentiating economic offering differs from goods and (experiences are memorable”. Pencarelli (2011) emphasize that most of the research have been conducted on experiential marketing, the marketing of those who create the experience has remained neglected. Gilmore (1999) defined four realms are said to be “four Es” of a consumption experience: entertainment, educational, escapist, and (a) esthetic, by using two dimensions (active/passive participation, absorption/immersion). Specialty of Experience marketing is to generate emotions and feelings towards the consumer by providing him entertainment, by permitting him to escape from the reality, by educating him.

- Experiential economic system is also considered as a main solid ground for customer experience management (CEM). The customer experience is an interaction between an organization and a customer. Spiller and Noci in (2007) define ‘customer experience’ as an evolution of the concept of relationship between the company and the customer. CEM a program (Cantone and Risitano in 2011) or schedule, formed on five steps. The CEM strategies talk about customer’s participation at different stages. Noci (2007): rational, emotional, sensorial, physical, and spiritual. The main intention is to convey the essence of a brand through personal consumers. Schmitt (2009) specifies the researchers to develop the brand-experience and construct conceptually. Zarantonello (2009) defined the brand experience as “based upon personal feelings, internal consumer reactions (sensations, feelings, and cognitions) and behavioral responses exhibited by brand-related stimuli” that are part of a brand’s design, style and identity (e.g. name, logo, color), packaging, communications (e.g. advertisements, online web sites), and environments in which the brand is marketed or sold (e.g. stores, events). There is no clear justified and specific consensus even today on what the term ‘experience marketing’ exactly refers to, and the context in which it is used. Hsiao and Yang (2010) say that experience marketing goal is to kindly request marketing staff to give prime importance to the experience quality for consumers passed by brands, including rational decision-making and sentimental consumption experience.

V. RESEARCH METHODOLOGY

OBJECTIVES OF STUDY

- To identify major attraction of customers for shopping malls as per gender.
- To know the attributes of experiential marketing in organized retailing across different age groups.
- To Study shopper’s behavior and experiential marketing in organized retail malls

Hypothesis Framed for the Study

H1: There will be a significant difference in the buying behavior of men and women consumers as per experiential factor.

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H0 : there will be no significant difference in the buying behavior of men and women consumers as per experiential factor.

H2: There will be a significant difference in the buying behavior across the age groups as per experiential concept.

H0: there will be no significant difference in the buying behavior across the age group as per experiential concept.

H3: There will be a significant difference in the buying behavior as per marital status from experiential concept.

H0: there will be no significant difference in the buying behavior as per marital status from experiential concept.

Table No. 1 Research Mehtodology

RESEARCH DESIGN	DESCRIPTIVE RESEARCH
SAMPLE DESIGN	
SAMPLING FRAME	Consumer who shop at shopping malls at GVK Mall.
SAMPLING UNIT	Consumers from different age groups, gender, locations, income levels, & educational backgrounds.
SAMPLING SIZE	100 Shoppers
SAMPLING METHODS	Purposive sampling
DATA COLLECTION METHODS	
PRIMARY DATA	Survey method
SECONDARY DATA	Websites
TYPE OF SCHEDULE	Structured Questionnaire with suitable scaling.
TYPE OF QUESTIONS	Likert scale , close ended and multiple choice questions.
STATISTICAL TOOL USED	Anova

RESEARCH INSTRUMENT

Research instrument for the purpose of primary data were questionnaires. the questionnaires were divided into 3 parts.

PARTA – had questions relating to demographic information of respondents.

PARTB – regarding respondent’s choice to visit a particular shopping mall for purchase of product or for entertainment and also about expenditure related.

PARTC – contained about social, servicequality, mall goodwill and shoppers personal factor related questions such as value for time etc.

PART D - Contained semantic differential scale to measure customer perceptions regarding shopping malls from experiential attributes point of view.

PART E – about customer satisfaction.

Table 2. Demographic Profile Of Sample Respondents

DEMOGRAPHIC		NO. of Respondents	
		Frequency	Percentage
Gender	Male	62	62
	female	38	38
Total		100	100
Age Group	Less than 20 years	7	7
	20-30 years	9	9

	30-40 years	36	36
	40-50 years	40	40
	Above 50 years	8	8
Total		100	100
Marital Status	Single	25	25
	Married	74	74
	Divorced	1	1
	Total	100	100
Educational Qualification	12th	12	12
	Inter diploma	11	11
	degree	34	34
	P.G	43	43
Total		100	100
Occupation	House wife	13	13
	Private job	63	63
	Government job	1	1
	Business	8	8
	Retired	6	6
	student	9	9
Total		100	100
Family size	single	20	20
	couple	16	16
	Couple with 2 children	33	33
	Couple with parents	11	11
	Joint family	20	20
Total		100	100
Monthly Family Income	Rs 10000-20000	10	10
	Rs20000-30000	11	11
	Rs30000-40000	37	37
	Above 50000	42	42
Total		100	100

Table No.3 Showing applying ANOVA method impact upon shopping behavior upon consumers under parameters like visit to shopping mall, amount of money spent & marital status from experiential factor point of view. The respective significance level obtained is shown in the table below

AS PER AGE GROUP - ANOVA		Sum of Squares	df	Mean Square	F	Sig.
HOW OFTEN YOU VISIT SHOPPING MALL ENTERTAINMENT ,PRO,SERV AT GVK	Between Groups	16.451	4	4.113	3.242	.016
	Within Groups	7.390	4	1.847	1.477	.215
AMOUNT OF MONEY SPENT PER MONTH FOR SHOPPING GVK		118.800	95	1.251		
AS PER GENDER - ANOVA		Sum of Squares	df	Mean Square	F	Sig.
AMOUNT OF MONEY SPENT PER MONTH FOR SHOPPING IF	Between Groups	4.381	1	4.381	3.962	.049
	Within Groups	108.379	98	1.106		
Total		112.760	99			
AS PER MARITAL STATUS - ANOVA		Sum of Squares	df	Mean Square	F	Sig.
HOW OFTEN YOU VISIT SHOPPING MALL ENTERTAINMENT ,PRO,SERV AT GVK	Between Groups	.480	2	.230	.163	.849
	Within Groups	136.500	97	1.407		
Total		136.980	99			

ANAYALISIS FROM THE ABOVE CHART - from the above chart of anova analysis it can be seen that

a) Age factor has got significant impact upon shopping behavior as per experiential point of view at 0.015 which is less than 0.05

b) Marital status don't have significant impact upon shopping behavior from experiential factor point of view at .849 which is more than 0.05 in the above given table.

VI. CONCLUSION

From the above all analysis it can be concluded that experiential factor like sense, feel, think, act plays important role upon shoppers behavior, as the study conducted at GVK mall showcases the data that is shopping behavior will have significant impact due to experiential attributes upon the shoppers at mall the relevant data is represented in the table by using anova statistical method.

Hence from over all observation it can suggested that experiential concept has to be taken seriously by the shopping mall owners by implementing new marketing strategies in order to make the positive experiential impressions upon the shoppers at shopping mall.

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