

*“Impact of Promotional Offers and Discounts on Customer Satisfaction in
Shopping Malls”*

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MSc. International Business 2020-2021

**Submission in partial fulfilment of the requirements of the examination for
MSc. International Business, National College of Ireland, May 2021.**

Abstract

Background:

The fundamental focus of this dissertation paper is particularly to understand the impact of promotional offers and discounts on customer's satisfaction amongst the customers who shops at the shopping malls. This research is essential, as it provides a synopsis on the factor influencing the buyer's decision.

Objective:

The aim of this study is to identify the influence of promotional offers and discounts provided by shopping malls for enhancing the satisfaction of customers. The other objective behind the research is to analyse the factors and influence of offers and discounts on customer satisfaction and evaluate the strategies implemented by the malls to influence and satisfy shoppers.

Methods:

The research was carried out by fundamentally conducting an online survey session amongst the customers shopping in the malls. The survey was carried out to collect primary data with the help of the quantitative strategy. Other methods are the inductive approach, descriptive design, and the positivism philosophy.

Results:

It has been determined from the findings that offers and discounts are essential for the customer satisfaction. The stores in shopping malls are providing various discounts to retain and satisfy shoppers. Several factors, such as frequent offers, cashback, weekly or monthly offers etc. are being provided to attract and retain customers. These strategies are increasing loyalty amongst customers. Furthermore, the customers of shopping malls are getting products at a reasonable price, which is influencing their buying behaviour.

Submission of Thesis and Dissertation

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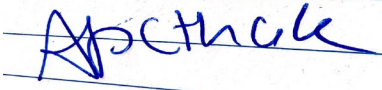
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Acknowledgement

I would like to hereby acknowledge that I have completed my dissertation and it would not have been possible without constant support, guidance and motivation from various people.

I would sincerely like to express my gratitude to my supervisor Mr. Michael Cleary Gaffney who has been a guide and a mentor all this while. Her inputs and suggestion have helped me a great deal in completing my research effectively.

I would also like to thank all the highly esteemed professors for their guidance throughout the year at National College of Ireland.

I would also like to thank my family and friends for their undying support and motivation while they are in India, they have always advised me to stay positive and pushed me to give my best in whatever I do. My sisters, brother-in-law and niece have been a pillar of strength all this while and I would like to thank them for being there.

Special thanks to all the respondents who took the survey, without them this dissertation would not have been possible.

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Chapter 1. Introduction:

1.1 Overview:

In this chapter, the background of the research will be evaluated significantly. The focus of this chapter will be the problem of the research, the aims and the objectives. Furthermore, this chapter will cover-up the questions that came across during the research and the importance of this research for different organisations and researchers.

1.2 Research Background:

Shopping malls operating within the global market are focusing on retaining their customers, which is helping the stores to successfully operate their businesses. Customer retention is essential for stores to reduce their cost of marketing (De Morais Watanabe, Torres and Alfinito, 2019). It is also essential for increasing the number of loyal customers for a store. The sales of the stores can be increased by retaining current costumers and make them visit again. To attract customers, stores in different countries provides various offers and discounts (Graciola *et al.*, 2020).

Different mobile apps provide cashback offers to the customers, also with the usage of these mobile apps customers can place online orders, get the discount offer notifications on their phones. All these offers and discounts are essential for the stores to attract and retain customers which eventually effects the buying patterns of customers as well.

1.3 Research Rationale:

The use of technology is helping stores to advertise their products better and to attract customers. Marketing the products through technology is influencing costumers and their purchasing. Different stores have developed their mobile applications. Customers are getting additional benefits by using these apps (Gauri *et al.*, 2017). Moreover, not only technology is helpful, but the in-store experiences provided by the stores help the business to retain the customers as well. There can be times when stores only provide the in-store discounts which can't be applied during online shopping. This strategy is applied by the stores to increase the footfall. To sustain a place in market, the shopping malls are trying to provide some exceptional experience inside the stores too. According to the reports of Bright Vessel (2017), M-commerce

or online shopping has a growth of 600 million US dollar. However, the shopping malls have an estimated growth of 300 million dollars.

1.4 Research Problem:

Shopping malls are providing discounts and offers to attract customers. These offers are helping shopping malls to retain their customers but there are several other problems that exists in the market (Terblanche, 2018). One of the problems that shopping malls are facing is the increased competition. The number of shopping malls has been increased in several countries, which is developing confusion among customers. The mobile apps developed by the stores are providing several offers and discounts, however the quality of the products has been compromised. The challenge for these stores is not to just focus on the marketing but to also consider the quality of the products.

1.5 Aim:

The aim of this study is to evaluate the influencing factors of discounts and promotional offers on the satisfaction of the customers in the shopping malls.

1.6 Research Objectives:

The objectives of the research are highlighted below:

- To evaluate the importance of promotional offers and discounts for the customers that the shopping malls carry out.
- To analyse the factors of customer satisfaction that the shopping malls provides through various discounts and offers.
- To identify the strategies that are applied by the shopping malls for customer retention to sustain in the competitive market.
- To recommend measures that are needed for the shopping malls in order to be unique with their promotional activities for customer satisfaction.

1.7 Research Questions:

The questions that are determined for the dissertation are as follows:

- ✓ What is the significance of the promotional offers and discounts for the customers that are carried out by the shopping malls?
- ✓ What factors of customer satisfaction are determined by the shopping malls by providing them with discounts and offers?
- ✓ What are the strategies that shopping malls apply for customer retention in order to sustain in the competitive market?
- ✓ What are the recommended strategies that are needed for the shopping malls to be unique with their promotional activities for customer satisfaction?

1.8 Research Significance:

This research is vital, as it has evaluated the significance of promotional discounts and offers of shopping malls for customers. It will help different organisations to identify the importance of discounts and offers to attract customers (Saber and Weber, 2019). Students that are planning to research a similar topic in future and the shopping will be able to identify the importance of offers and discounts and the gaps that exist in the market currently (Page, Trinh and Bogomolova, 2019). Moreover, the strategies currently implemented by shopping malls has also been explained and evaluated which will help the new shopping malls to adopt the strategies for their business.

1.9 Research Structure:

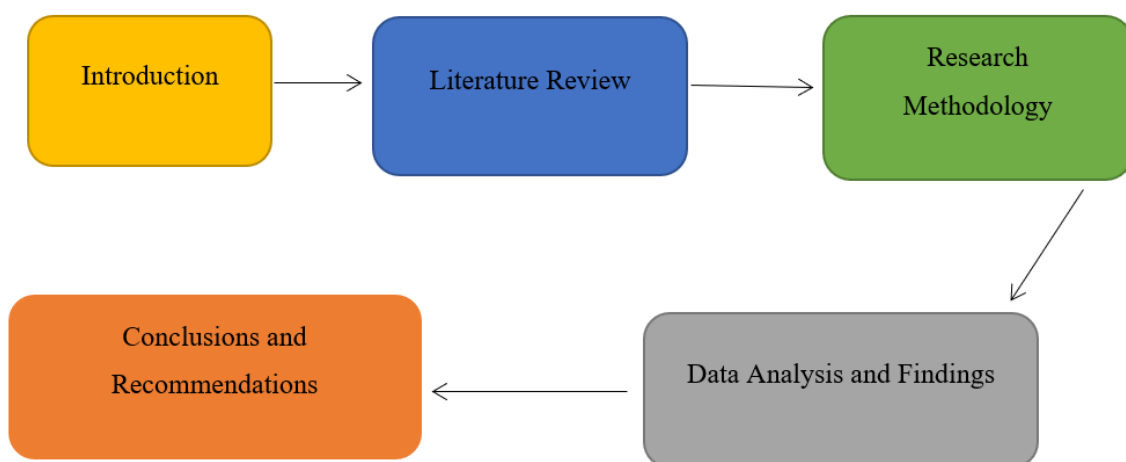


Figure 1: Structure of the Dissertation (Source; Created by Author)

Chapter One:

The introduction is the first chapter of a dissertation paper, which contains the primary aim and objectives. The research questions about the importance of discounts and offers provided by the stores to improve the number of customers. The previous researches on this topic has also been studied to find out what has been changed over the years. Additionally, the importance of this research for shopping malls and future researchers have been evaluated.

Chapter Two:

A few numbers of previous works of literature have been evaluated in this section, which is determined as the literature review. Several aspects regarding the impact created by discounts and offers of shopping malls for its customers have been presented in the second chapter. The gaps of previously published papers have also been presented in this chapter.

Chapter Three:

All the selected methods to identify the impact of discounts and offers on the customers of shopping malls have been evaluated in this section. The methods that have been presented are the philosophy, approach, strategy design, data collection and analysis. It has also presented the timeline, which has evaluated the time to conduct this fundamental research. In addition, this particular chapter has also presented the ethical norms that have been followed, along with their limitations.

Chapter Four:

The data collection and analysis chapter is the fourth section of this dissertation paper. In this chapter, the collected data have been evaluated, and the results have been presented. The results have been evaluated with the objective of this paper in the section determined as findings.

Chapter Five:

The last chapter is the conclusion and recommendations. It concludes all the above parts of this dissertation paper. The recommendations for shopping malls to attract more customers by providing offers and discounts have been presented here. Moreover, the scope of conducting research on a similar topic in the future have also been presented in this chapter.

1.10 Summary:

Several vital aspects of this dissertation paper have been presented in the first chapter. These include the aim, research questions and objectives. The primary research questions for this research was to evaluate the overall significance of promotions, factors of customer satisfaction, strategies that are being used by the malls and recommend effective strategies that can be used by the malls to enhance customer satisfaction. Moreover, the background of this research has also been evaluated here. The importance of this research for new shopping malls and problem of several existing shopping malls has been presented here. Previous literature works about a similar topic have been presented in the next chapter as per the structure of this dissertation paper.

Chapter 2. Literature Review

2.1 Overview:

As per the study of El-Adly (2019), discounts and promotional offers provided by shopping malls significantly influences the satisfaction of the customers. In this chapter, various factors responsible for customer satisfaction with respect to promotional offers and discounts implemented by shopping malls have been critically evaluated. According to the perception of Katrodia, Naude and Soni (2018), the behavior of the customers visiting shopping malls is extensively affected concerning purchasing processes due to several offers and discount provided by the shopping malls.

Considering this chapter, various pieces of literature have been minutely evaluated concerning the significance of the subject.

2.2 Significance of discounts and promotional offers for the customers:

In today's world, most companies, or firms, in order to boost their customer base, provide offers and discounts on the services and the products they sell to the customers. According to the perception of Calvo-Porrall and Lévy-Mangin (2019), the customers are retained the most by the companies that offer a significant number of discounts on the products. Discounts and offers are a part of the loyalty program that is designed to benefit the customers, which further facilitates the sales of the companies in the market. Marketing strategies that are promotional are supportive in attracting the attention of the customers, which also benefits the businesses as they can create a brand image in the market. Rosenbaum, Otalora and Ramírez (2017) stated that in the case of shopping malls, heavy discounts are provided to the shoppers to gain footfall. In addition, the customers also feel valued and important when a company offers a good sum of discounts on the products that are in high demand. Coupons are also provided to the customers on special occasions and festivals by the shopping malls in order to make the customers feel valued and special. The customers also give word of mouth about the malls that provide the maximum discounts, which is a beneficiary factor for the companies. Moreover, most of the stores have introduced customer satisfaction scale to understand the perception of the customers and to improve their products a per the feedback.

According to the study by Dogan, Fernandez-Llatas and Oztaysi (2019), the malls also offers discounts on digital platforms or their websites. This is a primary strategy that is used by the firms to gain the attention of the customers as most of the customers these days are connected to digital platforms. Social media marketing is another significant aspect for the customers as well as the companies as both entities can interact with one another. Customers like the attention of the firms as well as the offers change their buying perception. Most of the customers also analyses and compare product prizes through online platforms. According to the statement given by Diallo *et al.* (2018), the younger generation is targeted more by the companies in comparison to the older generation because younger generation has more knowledge about discounts and offers as they are connected to the social media platform in their everyday life.

Atulkar and Kesari (2017) opined that the Consumer Behaviour Theory aligns with the nature of the customers with respect to their purchasing decisions. The companies or the shopping malls predicts the behaviour of purchase of the customers through the help of this theory in order to acknowledge their demands and choices according to the pattern they acquire while buying a product.

2.3 Different Promotional Activities for the Satisfaction of Customers:

As mentioned by Han *et al.* (2019), most of the stores are implementing various promotional strategies to satisfy their customers. Satisfaction is being measured through the "customer satisfaction scale" in different stores. This scale is helping shopping malls to measure the level of satisfaction of customers. For the improvement in the satisfaction of customers, various shopping malls are implementing promotional strategies. Niemelä, Heikkilä and Lammi (2017) has critically evaluated that the primary strategies implemented by shopping malls to satisfy customers are frequent offers, lucky and bumper discounts, monetary and quantity benefits, exchange and gift offer, along with discounts. These are determined as the primary promotional methods adopted by different shopping malls to satisfy customers, which are increasing sales of Shopping malls.

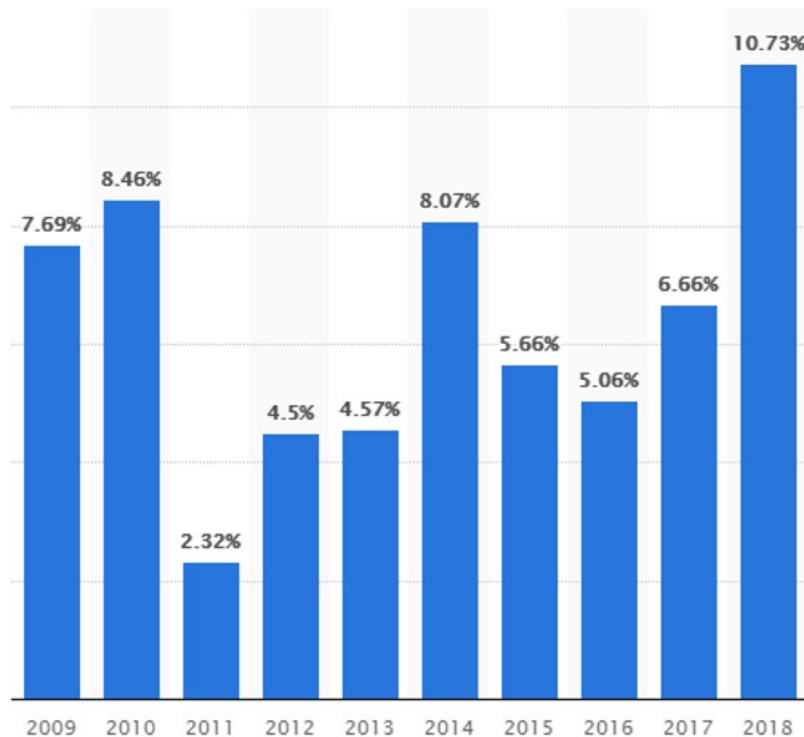


Figure 2: Increased Sales Growth due to Vouchers and Gift Cards in Shopping Malls of the UK

(Source: Statista, 2021)

The above figure evaluates that the discounts and offers provided by shopping malls in the UK have increased their sales growth. From the year 2009 to 2018, the sales growth of shopping malls has increased due to the vouchers and gift cards that are being provided to customers. These have improved the profits of different shopping malls functioning in the UK.

Lucky and Bumper Offers:

As per the perception of Ijaz and Rhee (2018), several stores in shopping malls are providing these offers for the satisfaction of their customers. These are determined as the promotional strategies based on the luck of customers. These offers are attracting customers and enabling them to try their luck to gain additional benefits. Calvo-Porrall and Lévy-Mangin (2019) also duly added that these offers are being provided through scratch cards, lucky draw, sweepstakes and contests. Stores of shopping malls are providing several gifts, such as TVs and smartphones, to customers. These offers are able to attract customers to these stores, but the number of winners is few.

Frequent Discounts:

As stated by Kushwaha, Ubeja and Chatterjee (2017), different stores in shopping malls are providing frequent offers and discounts. These offers are being provided on specific products on a particular day of the week. It is changing the purchasing decision of customers and attracting them towards these products. Furthermore, these products are allowing customers to wait for the day on which stores are providing offers. As per Katrodia, Naude and Soni (2018), There are monthly offers also for the customers of different stores in shopping malls. Frequent discounts are being provided on a monthly or weekly basis. These are available on few products. Customers are also waiting for the specific day of a month to get a product at additional discounts, which is increasing the sales growth of shopping malls. These frequent offers are attracting customers and influencing buying behaviour. The footfall of customers in those stores that are providing weekly or monthly offers has increased.

Quantity and Monetary Benefits:

According to the study of Calvo-Porrall and Lévy-Mangín (2018), Refunds and cashback are determined as one of the highly attractive offers provided by stores in shopping malls for its customers. The targeted customers of these stores are being attracted towards the cashback and refund offers. Refund and cashback are available on few selected products, which is also increasing sales of these products. The customers are also conscious of the price of the product and the quantity. According to Das and Varshneya (2017), various free trials, samples, and gifts are also being provided to the customers by the stores in shopping malls to increase sales. Free gifts and trials are other aspects that are increasing the interest of customers towards shopping malls.

Exchange and Discount Offers:

Ram (2017) stated that various stores are providing different discounts and exchange offers to customers on a specific week of a month. These are attracting customers towards the stores in shopping malls. Furthermore, the exchange offers are provided to attract customers towards the shopping malls and stores. Several stores extend the exchange offer to satisfy customers

towards the products. Beiró *et al.* (2018) also added that discount is another promotional strategy adopted by stores in shopping malls. Most numbers of grocery stores that are in shopping malls are providing discounts on a specific day of the week. It is attracting customers and increasing sales by shopping malls.

2.4 Theory of Customer Satisfaction:

As mentioned by McNeely, Burton and Pennington (2020), there are several theories regarding customer satisfaction that are being followed by stores located in different shopping malls. It has been defined by Philip Kotler that "customer satisfaction" is the feeling of a particular individual of disappointment and pleasures dependent on the performance of a product bought by them or the results based on their expectations. As stated by Punyatoya (2019), the satisfaction of customers is a function of expectations and alleged performance. The belief of customers towards the performance of the service and the performance of a product is perceived performance. The goals regarding the satisfaction of customers are being set by them before making a purchase. The cognitive theory of Expectancy Disconfirmation developed by Richard L Oliver evaluates that the theory of Philip Kotler concerning "customer satisfaction" is essential for businesses. The cognitive theory allows organisations to understand the feelings of customers towards the service quality of stores, along with the productivity of a particular product. As per Jiang (2020), if customers believe that the performance of a product is higher than their expectations, it satisfies them. Furthermore, it also influences them in a positive manner. If the results are below their expectations, it negatively affects them. A positive disconfirmation is essential for the satisfaction of customers.

As per Otaye-Ebede, Shaffakat and Foster (2020), the Kotler Theory defines that the satisfaction of customers is determined as the reaction of them based on their experience. It also evaluates that the changes in the experience of customers can impact their satisfaction. Most numbers of stores located in shopping malls are primarily focusing on improving the experience of customers. The satisfaction of customers depends on several aspects, such as for instance, price, quality and productivity.

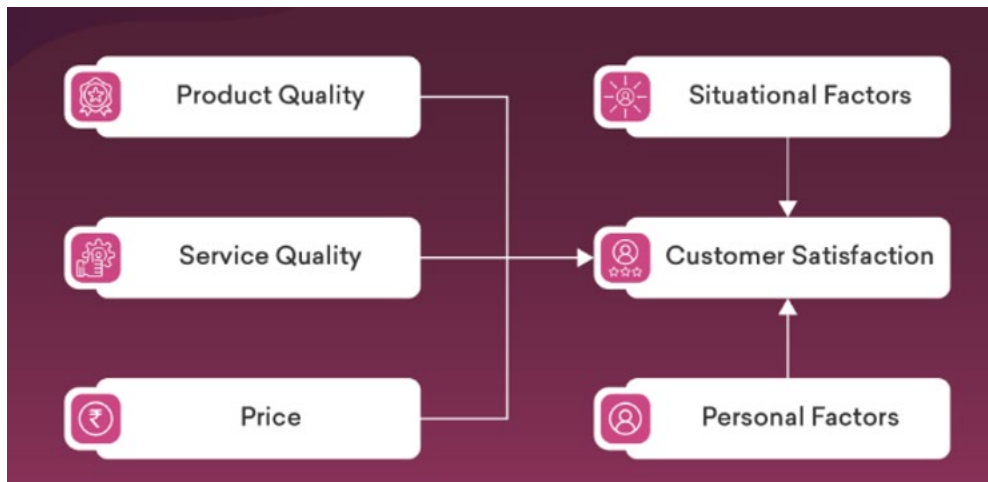


Figure 3: The Zeithml and Bitner Model of Customer Satisfaction

(Source: FreshCaller, 2019)

The above figure evaluates the model of customer satisfaction developed by Bitner and Zeithml. Various aspects of the satisfaction of customers have been evaluated through this model. The quality of product, service and price of goods are primarily influencing the satisfaction of customers. There are situational factors also, which are affecting their satisfaction with a specific product. Personal factors, such as income, price, productivity and others, are also influencing their buying behaviour. As per the perception of Goutam and Gopalakrishna (2018), personal, situational factors have a vast role in the satisfaction of customers. Personal factors of customers are helping the stores located in shopping malls to understand their customers and their buying behaviour through the help of cognitive theory. Furthermore, the implementation of effective promotional theory by the stores in shopping malls through the help of cognitive theory is helping the organisations to retain customers by satisfying them. Jen-Hwa Hu, Han-fen and Xiao (2017) also mentioned that retention of customers is essential for the stores of shopping malls, as they can expand three to ten times more on a product than new customers. Attracting new customers is also five to twenty-five times more expensive for these stores. In addition, according to the study of Luo and Chea (2018), the cognitive theory is also helping these stores to improve the experience of customers by adopting various promotional strategies.

2.5 Utilisation of Promotional Activities for Customer Retention:

According to the perception of Kumar and Anjaly (2017), promotional programs are carried out in the companies that directly sells the products to the customers in order to boost market

sales. Most of the companies in the retail sector, fashion industry, hospitality firms and the companies that operate in electronic business provide coupons and offers to the customers not only to sell their products but also to create an impression on the customers for the enhancement of the brand image in the market. In recent years the firms utilise technology for promoting the brands among the customers. Paul (2017) mentioned that the promotional activities allow the companies to create a brand image in the market so that the customers can recognise the products that the companies offer to them. There are specific methods of promotions that are carried out by the companies in order to retain the customers. The promotional offers also attract new customers in the business as well as keep the old customers on hold. There is an exceptional potential of the discounts for the companies as to when they provide an offer to a discounted item the customers tend to look for other products in the stores or the shopping malls. This particular statement is also supported by an author Haghigatnia, Abdolvand and Rajae Harandi (2018) where it is stated that potential customers are gained by the companies when they engage in promotional activities by providing offers to their targeted customers.

According to the study by Sangvikar, Kolte and Pawar (2019), the customer base increases due to the effective use of the promotional activities in the business of different companies. The older customers are helpful in bringing in new customers by their word of mouth, which is beneficial for the sales of the companies. The goals that are determined by the companies with respect to the sales are also met by the significant number of customers that the companies retain from the market. Digital promotional activities increase the number of customers that belong to the new generation. Moreover, the customers also like the fact that the firms understand their demands and give them discounted goods for a limited period. The offers also change with time according to the availability of the products.

2.6 Impact of Discounts and Promotional Activities on the Satisfaction of the Customers:

The discounts on the prices of the products are prevalent in the strategies of marketing that are done by the companies in order to make a mark in the business and the market. According to the perception of Demir (2019), incentive and extra value on the products encourage the customers to buy the products that are promoted by the company. The price-quality and value model are used to understand the perceptions of the customers regarding the products. As per this model, the perception of the customers about the quality of the products determines their

purchasing decision. The customers believe that if the price of the goods is high, the quality of the products is exceptional. Foroudi *et al.* (2018) stated that there are contrasting views of the customers as, according to their belief, the quality of the highly discounted products has low quality. However, the companies are trying to change this perception that the customers acquire. In addition, many companies or shopping malls provide high offers on the products that are of great quality in order to satisfy the customers.

As stated by Kumar *et al.* (2017), a positive relationship is created among the customers and the companies when the latter entity understands the needs of the customers and try to meet the demands with utmost care. Usually, the old customers are the most important customers for the firms as they are responsible for promoting the companies in the market with their positive reviews and feedback.

However, Syaekhoni, Alfian and Kwon (2017) mentioned that the companies might lose the trust of the customers if they sell a low-quality product to the customers and further do not give any amount of discount. In addition, most of the customers' in the current years gathers information about a product before purchasing it. The customers are more knowledgeable about the products as compared to the older times, and therefore it has become crucial for the companies to satisfy their demands in order to gain a competitive advantage in the market.

2.7 Strategies for Sustainability in the Market by the Companies through Promotional Activities and Offers:

As per the perception of Ihejirika, Goulding and Calvert (2021), the aspect of sustainability is the capability of the companies to prosper in the market by means of protecting and replenishing resources. The word sustainable has been divided into a sustainable business and sustainable development, and the factor of sustainability has become primarily important for the success of the companies. It has been determined that in past years, the feature of sustainability has fallen into a much broader concept, which comprises economic, environmental, cultural and social systems that are required by the companies to be able to sustain in the market. Moreover, Moravcikova *et al.* (2017) supported the above claim and further added that sustainable marketing is one of the critical aspects for the functioning of a sustainable business. The concept of sustainability has been ingrained into mainstream strategies of businesses, which has resulted in a complete paradigm shift regarding the marketing aspect of the companies to sustain in the market. The customers are in strong favour

of the businesses that introduce valuable meaning into the core business of the companies. According to Kemper and Ballantine (2019), strategies for promotion is vital for the brands and businesses to sustain in the market by creating awareness among the customers regarding the products and services. In order to sustain themselves in the competitive market, the companies have implemented several sustainable strategies via different offers and promotional activities. The strategy of promotion is one of four strategies of the marketing mix, which include price, product, promotion and placement. The aspect of the promotion is concerned with targeting customers and their interests, investments for promotional activities and a plan of implementation in order to achieve objectives regarding sales.

As rightly mentioned by Athwal *et al.* (2019), the strategy of promotion is chiefly comprised of building awareness among the customers about the products and services offered by the companies. Moreover, it builds interest among the customers as the products and brands intrigue them, which creates a demand for the product and services, and eventually, the customers end up purchasing the products. It has been determined that strategies developed by the companies in order to market their brands help bring more traffic which is viewed as a form of educating the customers regarding the services and products provided by the firms. In addition to that, Sanclemente-Téllez (2017) agreed with the above-specified statement and further added that incorporating the use of online mediums such as podcasts, infographics, paid ads, and blog posts significantly benefit the companies to market their products and services. Furthermore, for the companies to sustain in the ever-competitive market, the firms have utilised the means of social media to share their content in the market. Businesses have consistently made use of social media sites such as Instagram, YouTube ads, Facebook and Pinterest to further promote the products and services offered by the firms. Additionally, engaging in communication with the customers with the help of social media have been fruitful to solve the issues and inquiries of the customer regarding the products. Li, Larimo and Leonidou, (2021) acknowledged the claim that has been specified above and further argued that referral marketing is one of the prominent forms of strategies incorporated by businesses to market their content. It has been determined that around ninety-two per cent of the customers are more likely to trust and purchase products and services that have been recommended by family or friends. The strategy of word of mouth, also known as (WOM) marketing, is one of the significant examples of strategies related to promotion. The companies have considered the use of referral programs where the customers are able to share their experiences regarding a

particular product and services, which further promotes and creates awareness among the customers.

2.8 Conceptual Framework:

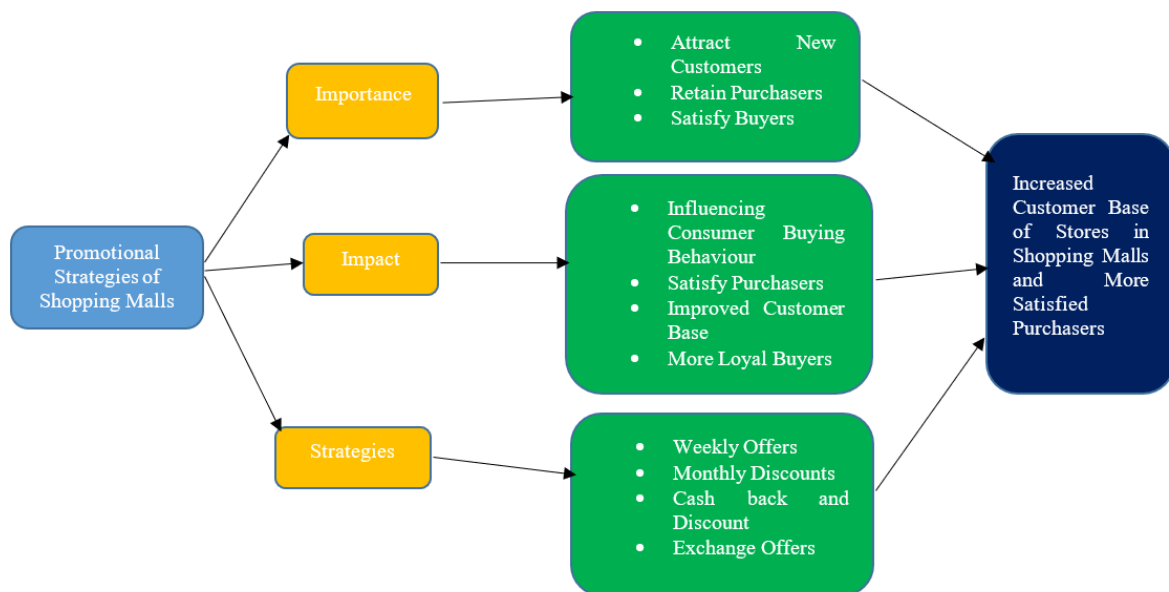


Figure 4: Conceptual Framework

(Source: Created by Author)

It has been identified from the literature review section that promotional discounts and offers are essential for the satisfaction of their customers. These offers are also helping different stores in the shopping malls of the UK to attract new customers. The promotional offers are also essential for improving the growth of these stores by retaining old customers. Most numbers of customers are visiting these stores repeatedly on the day when offers are being provided for them (Kumar *et al.*, 2017). Furthermore, these offers and discounts have a vast impact on the

purchasing decision of customers. The promotional offers and discounts are also helping shopping malls to increase the number of loyal customers (Sanclemente-Téllez, 2017). The footfall of customers is increasing in these stores on the day when promotional offers are being provided to them.

2.9 Literature Gap:

Different previous pieces of literature about the promotional strategies of shopping malls to satisfy customers have been evaluated, and several gaps have been determined from those papers. The importance of different promotional offers and discounts was one of the gaps that have been identified in those papers. It has been fulfilled in this particular section of the dissertation paper. Different promotional discounts and offers provided by stores was another gap of those literature papers, which has also been presented in this chapter. Moreover, the impact of discounts and offers provided by stores of shopping malls has been identified as a gap of those papers. In this chapter, the gaps have also been presented. In addition, the strategies adopted by stores was another gap of the selected previous papers, which has duly been evaluated and fulfilled in this specific part of this dissertation paper.

2.10 Summary:

This section has duly evaluated several previous works of literature regarding the promotional offers of shopping malls and their impact on customer satisfaction. The importance of promotional strategies, along with offers and discounts, have been significantly presented here. Moreover, the impact of promotional discounts and offers on the satisfaction of customers have been presented in this chapter. Various promotional offers that are being provided by shopping malls have been evaluated in this section. Furthermore, the strategies used by shopping malls to satisfy customers through different discounts and offers have also been presented in this chapter.

Chapter 3: Research Methodology

3.1 Overview:

There is a need to solve research problems in a systematic order for which specific techniques and procedures that serve the research needs best are necessary to be implemented in order to bring about a comprehensive and informative research study. The phenomenon that is observed must be systematically inquired in order to explain or describe through the effective methodology used in research. Research is carried out with an aim to fulfil the existing gaps in the knowledge and contribute to the extension of this base of knowledge. It is through the efficient methodology that a scientifically valid and organised study can be brought forth.

3.2 Research Onion:

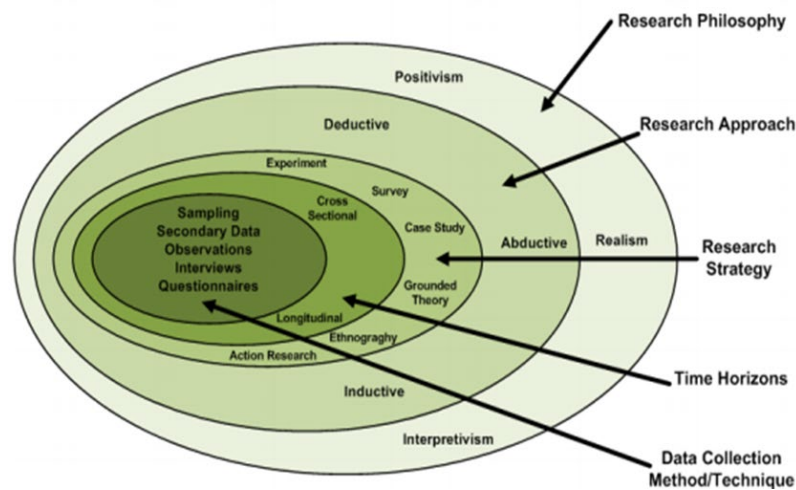


Figure 5: Research Onion

(Source: Saunders *et al.* 2009)

From a broader and abstract stage in the exterior layer, which comprises of the philosophies in research, the onion model that is extensively followed in the research process to carry out a research that is purposeful and constructive narrows down to much finer details in the subsequent layers that are undertaken in the entire research process (Kumar, 2018). Starting with the broader decisions regarding the philosophies that comprise the first layer, it forms the base for the research process as it directs towards the beliefs that research is set upon (Saunders, Lewis and Thornhill, 2009). The second layer puts emphasis on the choice between the two approaches, which helps in informing about the decisions about the ways in which data needs to be collected and further analysed (Rahi, 2017). The third layer is about the choice of strategies which provides details about how research needs to be carried out based on the aim and objectives of the study (Siedlecki, 2020). The next layer in the research onion model

identifies the choices involved in research, like the choice between mixed, mono and multi-methods (Bell, Bryman and Harley, 2018). Time horizons that state the time required to complete the research work is the fifth layer in the model, whereas the interior-most layer in the onion depicts the collection and analysis of the data to bring out an overall reliable and scientifically valid study.

3.3 Research Philosophy:

Research philosophy forms the foundation for any research study that refers to the beliefs about the reality that is being investigated (Brown and Brown, 2006). There can be the application of different philosophies based on the goal or aim of a research study to fulfil the objectives (Žukauskas, Vveinhardt and Andriukaitienė, 2018). Choice of a particular research philosophy involved in the study primarily depends on the type of knowledge which is under investigation (Dźwigoł and Dźwigoł-Barosz, 2018). Philosophy of positivism, interpretivism, realism and pragmatism are certainly not the only philosophies involved in research but are the most widely used ones. Positivism does not include subjective opinions but is based on objectivity that relies on empirical evidence (Chu and Ke, 2017). Interpretivism includes subjectivity that is personal opinion-based (Sharma, 2017). Pragmatism deals with viewpoints that are practical, and realism deals with realities devoid of abstraction or impractical (Allen, 2017). For this research, the positivistic philosophy was incorporated because this research involved empiricism and scientific measurement of the collected data. Moreover, as this research is based on primary data, the use of positivism philosophy was comparatively more effective as compared to other philosophy, which tends to support research that is carried out using either secondary data or both. The relevant data that was collected based on surveying the customers were interpreted in an objective manner based on hard facts.

3.4 Research Approach:

Through effective planning and following correct procedures, the research problem can be efficiently addressed, which comes under the premise of a research approach that comprises various steps of broader methods of collecting, analysing and interpreting relevant data required for the study (Quinlan *et al.*, 2019). Inductive and deductive approach are the two widely used approaches in the research study where inductive approach allows in the creation of a new theory or abstract generalisation in the end after carrying out with the observation of

patterns or trends (Melnikovas, 2018). On the other hand, the primary concern of the deductive approach is creating a hypothesis based on the already existing theory (Cohen, Manion and Morrison, 2017). For this particular research that focuses on studying the impact of promotional offers and discounts on customer satisfaction in the shopping mall, the inductive approach has been rightly chosen as there was a detailed observation of the patterns or trends to analyse various factors of customer satisfaction as well as the prominence such offers hold for the customers and based on this, there was theorisation or generalisation in the end without any hypothesis.

3.5 Research Design:

In order to integrate various elements of the research study in a logical and organised manner, an effective overall strategy is chosen to efficiently address the problems associated with the research (Creswell and Creswell, 2017). This overall strategy is referred to as the research design, which forms a blueprint for collecting, measuring and analysing the gathered data relevant to the research topic (Woo *et al.*, 2017). Descriptive, cross-sectional, explanatory and exploratory are the widely acknowledged designs in research where descriptive design has a goal to describe a phenomenon systematically and accurately (Geoffrey, 2019). Explanatory design is implemented where the research problem has not been researched well previously, while the exploratory design is incorporated when there is little presence or absence of earlier studies to predict a result (Bloomfield and Fisher, 2019). The cross-sectional design has been incorporated in this particular study because it helped in evaluating and describing in details the prominence that promotional offers and discounts hold for the customers provided by the shopping malls in the UK, along with the various strategies adopted by the shopping malls to retain customers and survive the fierce competition.

3.6 Research Strategy:

For conducting a systematic, logical and well-organised research study, the use of an effective and correct research strategy is quintessential, which helps in bringing about the quality outcome (Buber, Gardner and Richards, 2004). There are two broad research strategies, namely qualitative and quantitative, where on the one hand, quantitative research strategy is implemented when there is a need to gather data that can be quantified after systematic investigation and result can be depicted statistically or numerically (Queirós, Faria and

Almeida, 2017). Contrary to this is the qualitative research strategy, which comprises gathering non-statistical data in order to understand the subjective opinions or perspectives of those under the research process (Aspers and Corte, 2019). In this particular study, there has been the incorporation of quantitative research strategy because relevant information has been collected from potential customers in the UK who visit shopping malls frequently and gathered data had been scientifically and numerically represented that were free from any bias and were objective in nature.

3.7 Sampling Technique:

The specific technique involved in selecting relevant samples for the research study is referred to as the sampling technique (Azungah, 2018). There are a variety of techniques involved with sampling, which are random sampling, stratified sampling, purposive sampling, clustered sampling, quota sampling or snowball sampling (Pearse, 2019). There were a total of 150 samples that had been initially selected to conduct the research study that emphasises understanding the impact of promotional offers and discounts on customer satisfaction in the shopping malls. Out of the initial total sample size, there were 142 customers in the UK who were actually reached out, and their responses were collected, who frequently visit shopping malls and avail such offers or discounts. The technique of sampling that has been followed for the research purpose is the random sampling technique that randomly, without any bias, selects the willing participants to gather relevant and informative information for the purpose of completing the research study. The random sampling technique has allowed in choosing the participants more easily and ensure that the research is not biased (Etikan and Bala, 2017).

3.8 Data Collection Technique:

In order to carry out an effective and informative research study, there has been appropriate techniques that have been effectively deployed for the collection of relevant data so that the research problems, as well as the research questions, are effectively dealt with (Heeringa, West and Berglund, 2017). A deeper detail into the study focuses on evaluating the significance of the promotional offers and discounts for the customers, analysing the various factors of customer satisfaction that are determined by the shopping malls as well as the identification of strategies that are implemented by the shopping malls for retaining customers in order to sustain in the competitive market. In order to understand the prominence these promotional

offers and discounts hold for the customers, primary data has been collected for this purpose that comprised of gathering first-hand, informative and relevant information from the customers who visit shopping malls in the UK. Through the effective use of primary data, only those data that are specific to the research topic is collected and helped in procuring better accuracy and updated information for research (Madanayake and Ganiyu, 2018). Primary data has enabled in clearly understanding the customers' perspectives regarding their satisfaction, the impact such promotional offers have on their buying behaviour. An online survey has been conducted among 142 customers who were finally reached out, who visit various shopping malls in the UK. There were a total of 27 close-ended questions that were asked in the survey. These questionnaires were distributed well in advance of the actual day of the survey that helped in providing a background idea about the research as well as the prominence the study holds along with the importance of the information which the customers who voluntarily took part in the process would bring to the study (Sadan, 2017). This mode of the survey was comparatively easier to conduct as it took way less time in gathering information, cheaper and less exhaustive, unlike the traditional way of conducting a survey which is exhaustive, time-consuming and takes more time to generate results (Walliman, 2017). The close-ended questions proved to be beneficial as they were devoid of any misinterpretation and ambiguity in the questions asked, they were easier for the participants to understand and answer, the comparison of the responses can be carried out easily and analysed statistically, and also they do not include and bias (Drawson, Toombs and Mushquash, 2017). There was the inclusion of no personal questions, or there was the presence of no questions that hinted at procuring confidential details of the customers. Consent of all those who provided voluntary support to the research process was adequately procured. Secondary sources were not relied upon for this research study because this study intended to gather only first-hand information and information that are free from any kind of bias. With the incorporation of secondary sources, the previous researcher's biases could not have been avoided, specific requirements of the research topic would not be fulfilled, and there is also doubt regarding the quality and authenticity of the information that is provided in these sources (Hürlimann, 2019). The quality of the information gathered through the use of secondary data, that is, the different books, journals, articles or documents, is questionable because the origin of that information easily comes under scrutiny, thus making it a less valid and reliable study (Bauer, 2017).

3.9 Data Analysis:

Relevant data that was required for the research study that focuses on understanding the impact the promotional offers and discounts provided by the shopping malls in the UK have on the customers have been collected using an online survey. Such data were then illustrated, evaluated systematically, represented through the incorporation of MS Excel. MS Excel helps in effective and powerful analysis of a huge set of data that are easily understood (Jupp, 2006). For this research study, data that has been collected has been effectively represented using logical spreadsheets and graphs in an organised fashion for the visual representation of the collected information.

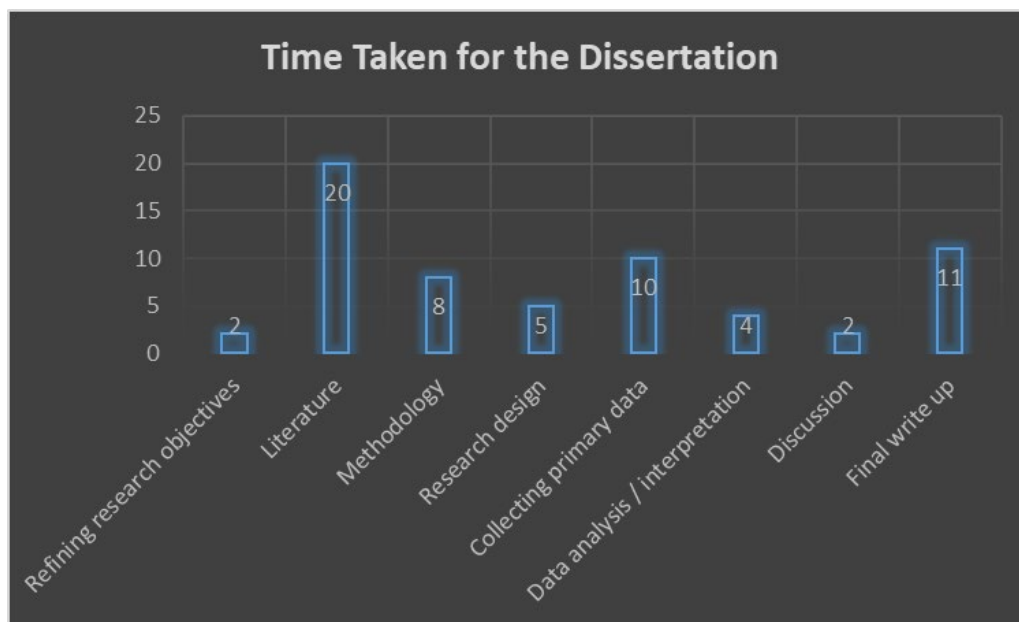
3.10 Research Ethics:

Principles that provide moral guidance while conducting a research process in order to restrain from deception is referred to as research ethics (Dooly, Moore and Vallejo, 2017). While undertaking this research study, all the ethical guidelines were ardently followed, including the university guidelines that put forward various statements regarding the correct procedures that need to be followed while carrying out a research. Data Protection Act has also been followed where the identities of the customers have been kept anonymous, and information gathered from them has also been very well maintained without any disclosure. Plagiarism has also been avoided in the entire research process (Cooper, Schindler and Sun, 2006).

3.11 Research Limitations:

There are some unavoidable influences or shortcomings that are beyond control which constitute research limitation that partially affects the outcome of the research study (Roth and von Unger, 2018). While undertaking this research study, there were certain limitations that did influence the research outcome to a certain extent which are lack of time to carry out an extensive study. Besides this, the other limitations include the use of only primary data for the purpose. Relying on only the UK customers who visit different shopping malls and not incorporating the managers or owners for interview brought out only one aspect of the topic as the perspectives of the owners were not considered in the process. Not including secondary sources or data in the study also led to limited information about the topic. Not all respondents who were selected turned up to respond, which also was a limitation.

3.12 Timeline:



3.13 Summary:

There has been effective incorporation of favourable tools and techniques that were regarded best for undertaking this research study. Adequate justifications have also been provided for the specific design, philosophy, approach as well as strategy that has been followed for carrying out this research. Proper guidelines which have been followed for this research process to avoid any kind of falsification has been discussed in the ethical consideration segment of this chapter. Besides the successful collection of informative information and their effective analysis to bring out an extensive and in-depth research study, there were certain limitations in the study that has also been elaborated in the above segment of this chapter.

Chapter 4: Data Analysis and Findings

4.1 Overview:

In this section, the data that was collected will be evaluated significantly. The survey data will be duly presented and analysed in this chapter, which was collected from 142 customers. Furthermore, it will also evaluate the literature section with the collected information in this specific chapter. The findings will also be presented here by evaluating the collected information with the objectives that have been prepared for this research paper.

4.2 Survey Data Analysis:

What is your gender?

156 responses

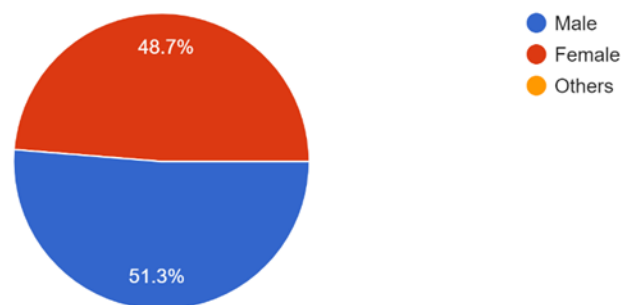


Figure.6: Gender

In the figure, the gender of the partakers that are one-hundred and fifty-six in number are reflected. Among the total number of customers that were chosen for the survey, seventy-six of them are female. On the contrary, eighty participants were male. It can be understood from the statistics above presented that men are more intrigued by shopping as compared to women in the UK. Moreover, as there are more male participants in the online survey, it can be determined that the responses which are further presented are the perspectives of the men. Furthermore, it can also be stated that more males visit the shopping malls on a regular basis. The women are lesser in number, and so it is determined that they visit the shopping malls less

in the UK and have limited perceptions about the discounts and the offers that are provided by the shopping malls.

What is your age?
156 responses

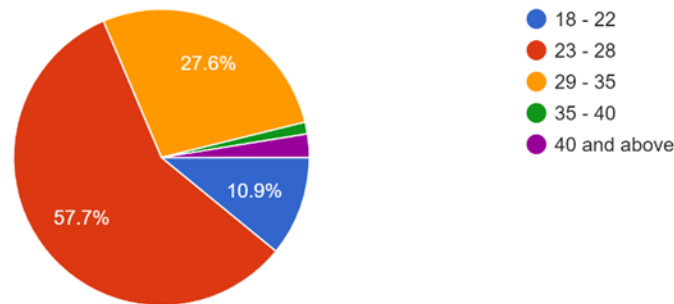


Figure 7: Age

It has been identified from the above graph that the participants of this survey session were from different age groups. Seventeen respondents were from the age group of eighteen and twenty-two years of age. There were ninety participants from the age groups of twenty-three to twenty-eight years of age. Moreover, forty-three participants were between the age group of twenty-nine to thirty-five years of age. Six participants were more than thirty-five years of age. Thus, it has been identified from the above graph that no particular age group was given the preference for this research.

Select the Income slab you fall under.
150 responses

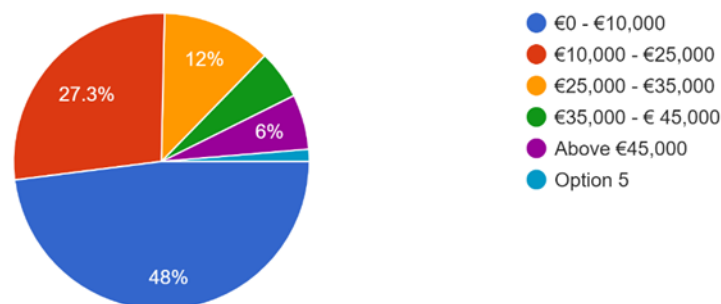


Figure.8: Income Slab of the Partakers

The figure which is represented above shows the amount of money the partakers make in a month. Seventy-two partakers earn ten thousand euros each month, whereas forty-one respondents earn from ten thousand euros to twenty-five thousand euros. There are eighteen partakers whose earnings are twenty-five to thirty-five thousand euros. There is a very limited number of partakers that earn more than thirty-five thousand euros and forty-five thousand euros with the number of eight and six respectively. It can be observed in the graph that most of the partakers have limited earnings which is ten thousand euros, in the UK. In addition, it can be determined that the spending of the participants on the products of the shopping malls also depends on their salary. Therefore, the needs for discounts are very much needed.

How often do you shop in shopping malls?
156 responses

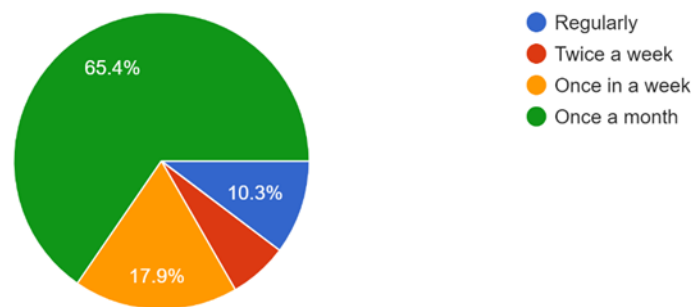


Figure.9: Frequency of Shopping in the Malls

The respondents were asked about the number of times they visit the shopping malls in the survey. One hundred and two of the partakers responded that they visit the shopping malls once a month. On a weekly basis, twenty-eight respondents shop from the malls. However, sixteen of them visit regularly. Following this, there are ten individuals that go to the shopping malls twice a week. As it was noticed in the above chart of monthly income slab of the participants, it can be assured that as most of them earn a limited amount of money, therefore, they visit the malls just one time in a month. In addition, it can also be assumed from the chart that customers visit very less in shopping malls in recent times as the online platforms provide more discounts and benefits over the products they sell to the customers.

How satisfied are you with the promotion and discount that are available in the shopping malls?
155 responses

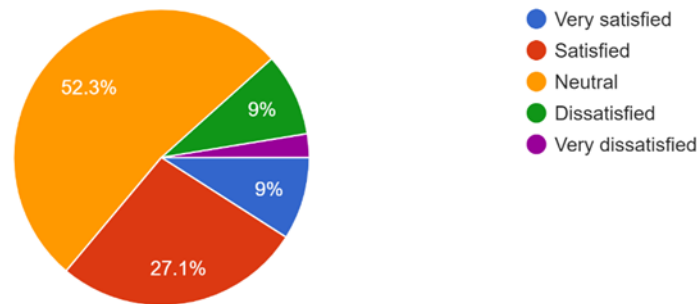


Figure.10: Customer Satisfaction by Discounts

The level of customer satisfaction is described above in the chart regarding the promotional offers that are provided by the shopping malls. Eighty-one partakers have neutral or unbiased views as per the questions that were asked. However, fourteen respondents mentioned that they are very satisfied with the discounts, along with forty-two partakers admitting the same. The number of individuals that are dissatisfied is less (fourteen). From the evaluation of the responses, it is clear that almost every participant is clear about their perspectives that they like the discounts and the promotional offers that they get from the shopping malls. In addition, the neutral views of the participants reflect on the fact that the discounts and offers have a serious influence on the purchase decisions of the customers.

Please chose as per the scale concerning your satisfaction at shopping malls where 1 for least likely and 5 for most likely

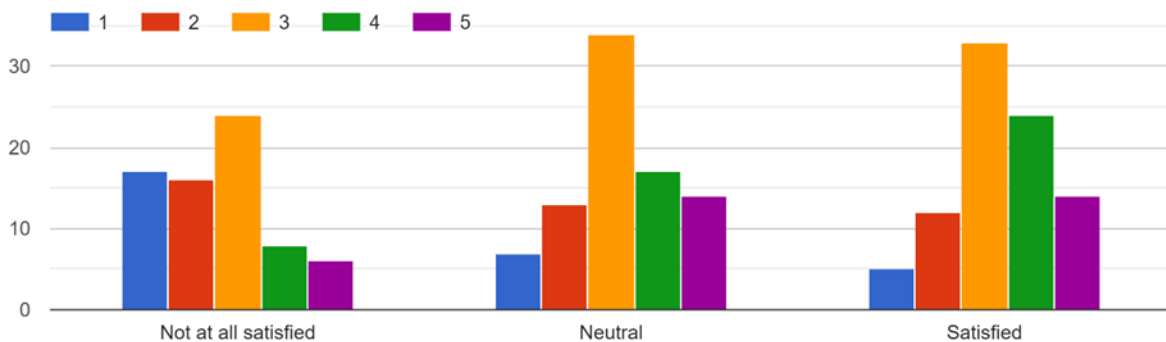


Figure.11: Satisfaction Scale of the Customers

The scale of satisfaction of the customers is described above on the chart. On a scale of one to five, the perception of the customers is diverse, as can be seen above in the figure. It can be observed that the satisfaction level is on scale three the most. However, there are customers that have responded that they are not at all satisfied with the experience at the shopping malls. Moreover, the shopping malls have a moderate preference from the customers with respect to their satisfaction.

What is the most important factor concerning sales in the shopping malls?

156 responses

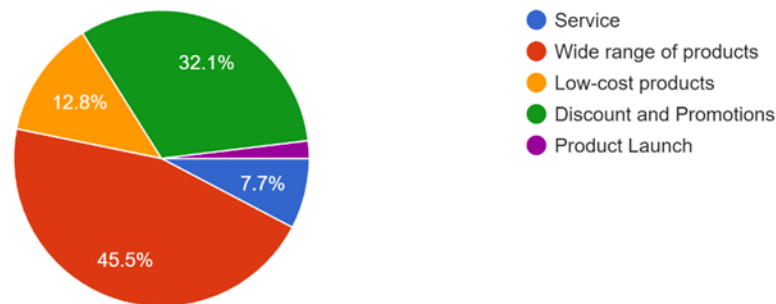


Figure.12: Significant Aspect of Sales in Malls

The partakers shared the views on the significant factors which are related to the sales of shopping malls. As responded by seventy-one partakers wide range of products are the most influential factor due to which the customers get attracted to the sales. Next is the promotions of the products and the sales on them which attract fifty partakers, to the sales in the shopping malls. In addition, the products which are low cost are also expected by twenty partakers. Product launches are not regarded by maximum participants in the survey. It can be understood from the responses of most of the respondents that in the sales by the shopping malls, the customer gets to purchase various types of products.

Please rank the factors that are stated below regarding sales in the shopping mall that affects your purchase decision where 1 for Least likely and 5 for Most likely

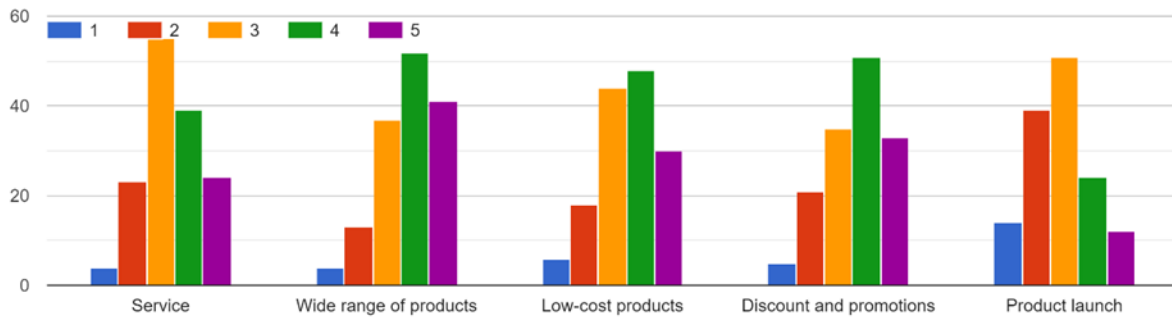


Figure.13: Factors Affecting the Decision of Customers' Purchase

As understood from the graph above, it can be stated that the customers' procurement decision is not influenced by the services of the shopping malls. The scales are from one to ten on which the customers have rated their most preferred aspect of the shopping malls. Moreover, it can further be observed that the low cost of products and discounts on the goods are rated the most by the customers, so the shopping malls are able to deliver various types of products within a limited price range.

Do you find the promotions of the shopping malls influential towards your purchase decision?
156 responses

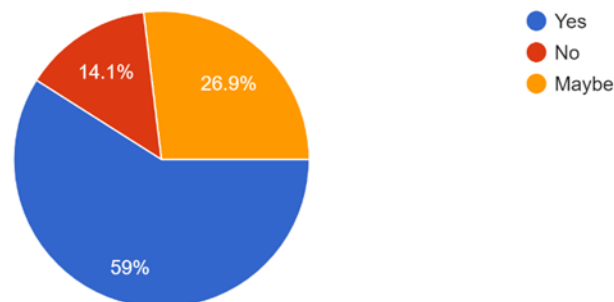


Figure.14: Influence of Promotion on Buying Decision

From the responses from ninety-two partakers, which is the maximum, it can be observed they believe that the promotional activities which are carried out by the shopping malls have a

positive influence on the decision of purchasing of the products that are taken by the customers. There are forty-two individuals that are not sure about whether their purchase decision is affected by the promotions which are carried out by the malls. However, twenty-two partakers have mentioned that their decision to buy the products in the shopping malls is not influenced by the activities of promotion. The advertisements are carried out by the malls so that they can retain a maximum number of customers. Moreover, it can be determined that the advertisements have a positive role as the customers are influenced to change their decision of procurement.

Where do you find most of the promotional and discount information of the shopping malls?
156 responses

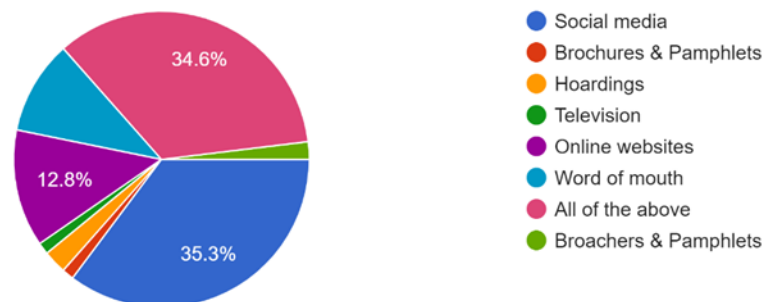


Figure.15: Information of Promotions

The respondents were asked about the sources from which they acquire the information about the malls and the discounts that are given by them. According to fifty-five partakers, social media platforms are productive in providing them with knowledge about discounts. Online websites are also helpful, according to twenty participants. However, only one partaker has mentioned that pamphlets and brochures are the sources from which the information about the sales is gained. Fifty-four respondents concluded that every source which is mentioned is helpful for gaining information about the shopping malls and their discounted products. It can be considered from the graph that "social media" is the most prominent platform which is successfully used by the shopping malls in order to promote their products.

Do you agree that your purchase decision is affected by the promotional codes or discounts provided by the shopping malls?

156 responses

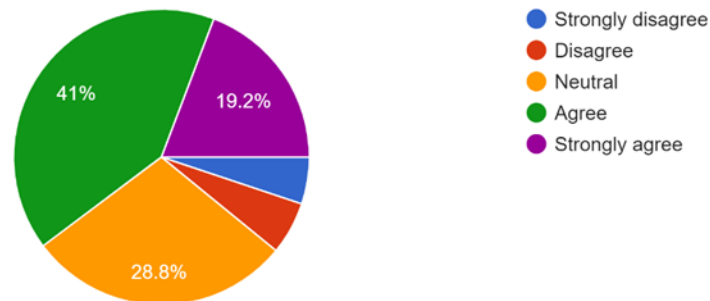


Figure.16: Affect on Purchase Decision by Promotional Codes

In this chart, it can be observed that sixty-four respondents agree that they are affected by the discounts offered by the shopping malls concerning their purchase decisions. The unbiased views are from forty-five partakers. The promotional codes are influencing the purchase decision of the customers as thirty partakers strongly agree to the statement above made. However, there are some individuals that disagree on this matter which are on the number of nine and eight. As the perspectives are diverse, it can still be determined that the promotional codes or the discounts that are provided for the customers by the shopping malls have an influencing effect on the decisions of procurement. In addition, it can be further stated that the customers also get attracted by the promotional codes.

Do you agree that loyalty programmes that are being carried out by the shopping malls tend to influence your purchase behaviour?

154 responses

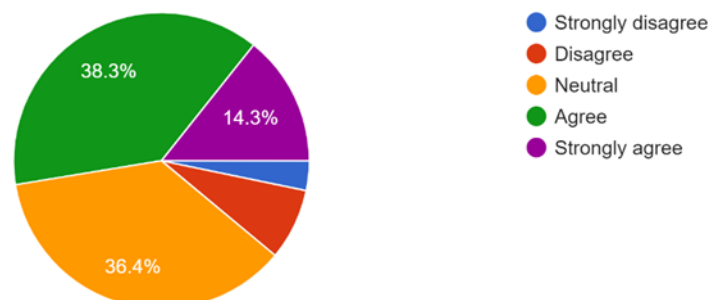


Figure.17: Loyalty Programs by the Shopping Malls

According to the agreements from fifty-nine respondents on the matter of loyalty programs, they tend to be influenced by it. In the online survey, there are fifty-six partakers that remained unbiased towards the question which was asked to them about the loyalty programs and whether it impacts their decisions while buying a product. On this matter, two participants did not provide any answer. In order to support the agreements, there are twenty-two partakers that agreed that they are affected by the shopping malls' loyalty programs and further purchase the products. Loyalty programs are carried out by the shopping malls in order to retain the old customers as well as retain new customers towards their business. From the responses, it can be assumed that the shopping malls are using loyalty programs as a marketing strategy so that they are able to remain competitive in the market.

Do you believe that you buy more products from the shopping malls when they offer discounts on the products?
154 responses

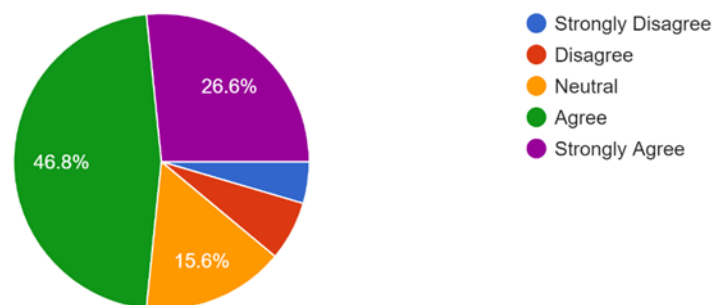


Figure. 18: Frequency of Purchase by the Customers

The above chart describes the frequency of visitors in the shopping malls to purchase the products when there is an offer or a discount on them. According to the graph which is represented above it can be observed that seventy-two individuals agree that they purchase more products when they are offered discounts by the malls. In addition, more individuals that are forty-one in number strongly agrees to it. There are few responses of disagreements by a total number of seventeen individuals. The unbiased opinions are by twenty-four customers. It is evident from the evaluation of the graph that when the shopping malls tend to provide discounts on the products, the costs of the products decrease. Most customers like the lower-

priced products and therefore their purchase of the goods increases concerning the goods as understood from the graph.

Do you agree that shopping malls should provide comparatively more discounts as compared to traditional retail stores?

155 responses

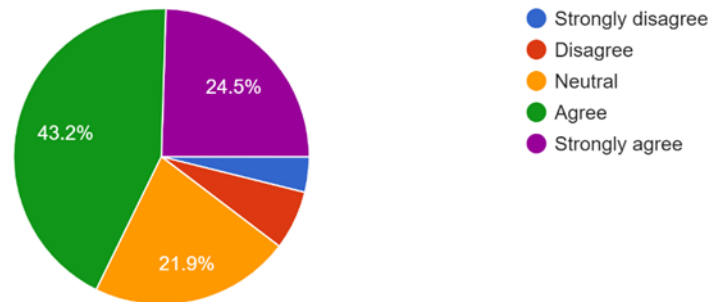


Figure.19: Shopping Malls vs Traditional Retail

According to the agreements of sixty-seven participants, they rely on the shopping malls more than the traditional retailers. In addition, thirty-eight participants strongly agree that the shopping malls should start to provide more discounts on the products in comparison to the traditional retail stores. However, thirty-four respondents believe in remaining neutral about the entire matter. The strong disagreements came from six respondents. The customers prefer the shopping malls more as they offer variety in their products. However, the traditional retail stores are unable to provide them with the same. Therefore, it can be understood from the responses that as the customers are more likely to buy their products from the malls, they expect that the discounts should be more on the products that are delivered by their preferred shopping destinations.

Do you think that the promotional activities of the shopping malls are effective to change your buying decision?

154 responses

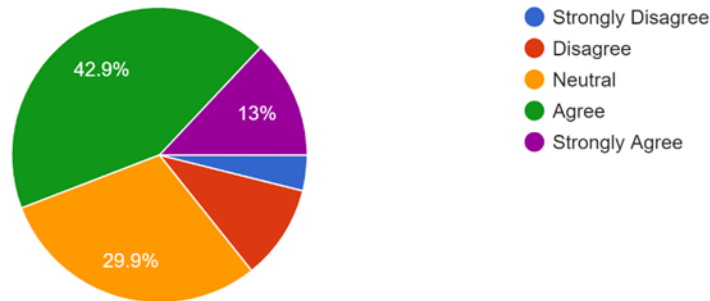


Figure.20: Influence of Promotional Activities on procurement Decisions

Promotional activities are carried out by any brand in order to attain the attention of the customers. As per the responses in the graph, it can be observed that sixty-six respondents agree to the fact that the activities of advertisements influence what they purchase. Advertisements help in promoting the products as well as connecting with the customers, which is strongly agreed by twenty respondents. However, forty-six partakers provided their impartial views on this matter. Two partakers felt not to respond to the question. However, sixteen respondents disagreed that the promotional activities do not influence them while they buy a product from the shopping malls. It can be considered from the various responses that the shopping malls are successful in influencing the customers and their buying decisions with the advertisements or the activities of promotions that they carry out for them.

Do you agree that the promotions of the shopping mall that you see on various online and offline medium tend to affect your decision of purchase?

155 responses

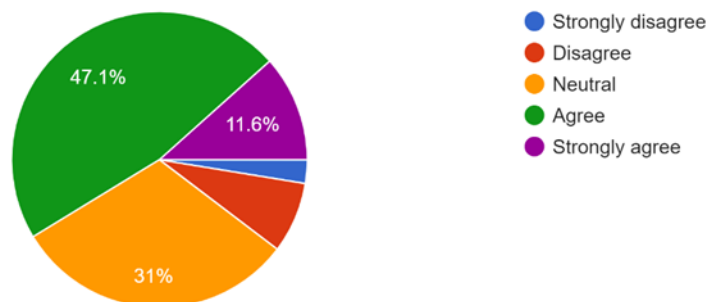


Figure.21: Influence on the Customers

There are various mediums through which the shopping malls promote their products which are through both online and offline mediums. As per seventy-three participants, both the offline and the online mediums tends to influence them where the decision of purchasing the goods is concerned. However, twelve partakers have disagreed on this matter of influence on their buying behaviour and decision. The shopping malls tend to promote their products by both means of online platform use and offline customer engagement. As it can be observed that most of the responses are in favour of promotional activities, it can be determined that the customers change their buying decision when they are approached by the shopping malls with their promotional activities.

Do you agree that the heavy discounts on the majority and regularly used products tend to influence your behaviour of purchase?
155 responses

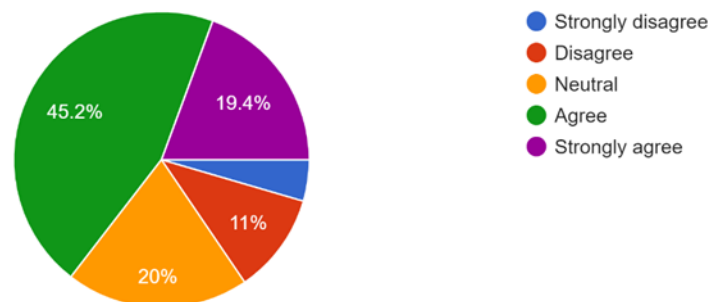


Figure.22: Discounts on Everyday Needed Products

Out of all the respondents that took part in the online survey it can be observed that the majority of them, which is seventy agrees to the point that the heavy discounts on the products which are used regularly and majorly by them influence their behaviour towards the malls and their products. This fact is also strongly supported by thirty partakers. However, there were also some contrasting views which are the disagreements from seventeen respondents. Not every partaker responded to the question, as one of them chose not to answer. However, with the gained information it can be determined that it is helpful for the customers of they get heavy discounts or offers on the products which are needed by them daily.

Do you believe that the feedback from other customers affects your pattern of shopping in the malls when the offers are going on?

155 responses

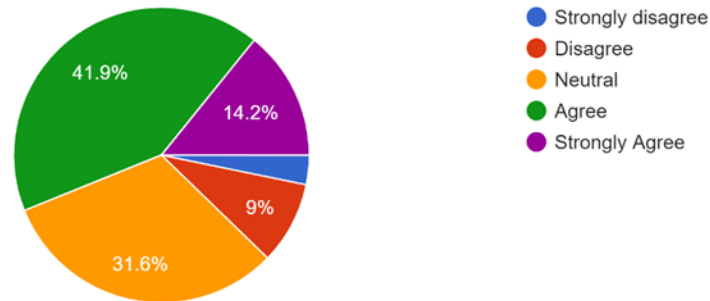


Figure. 23: Influence of Word of Mouth on the Customers

Customers tend to believe in the facts that other customers have about their shopping experience in a mall or a store which has been understood from the graph which is highlighted above as sixty-five customers have agreed on it. In addition, forty-nine customers in the survey have stayed neutral about being influenced by other customers' opinions. Five partakers strongly disagreed on this matter. In order to support the strong disagreements, fourteen customers backed them. Customers believe mostly in the word of mouth as they value the experiences of the customers and their feedbacks about a product or a shopping mall. In addition, with positive feedback, the malls are able to retain the customers. However, if there are negative reviews from other customers, the shopping malls lose their customers' base.

Do you agree that you get more attracted to the products of the shopping malls that provide discount coupons to their existing customers?

155 responses

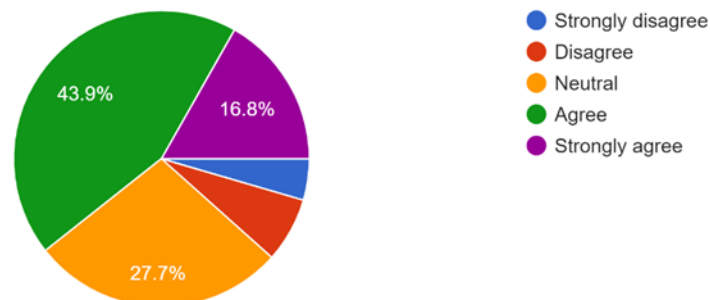


Figure.24: Retention of the Existing Customers

The shopping malls keep their customers retained by providing them with their needs and demands, especially the existing or the older customers that are loyal to the business. Sixty-eight customers agree that they are attracted to the malls that are more intrigued in providing discounted products to the existing customers. However, eleven customers disapproved of it. Strong agreements are provided by twenty-six customers concerning the loyalty of the shopping malls towards the existing customers. It can be determined that the customers choose the shopping malls that are loyal towards the customers that are already existing.

Do you agree that you are satisfied with the overall discounts that the shopping malls tend to provide on their products?

155 responses

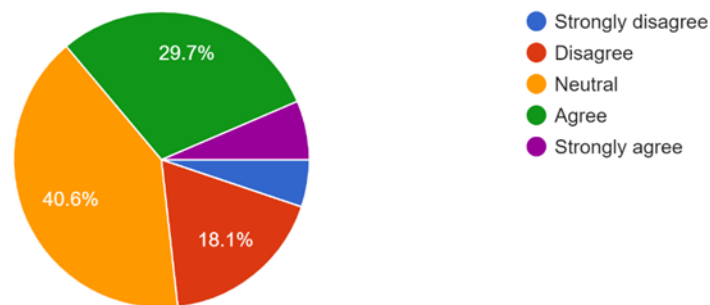


Figure. 25: Satisfaction of the Customers

The satisfaction level of the customers was measured in the survey concerning the overall discounts of the shopping malls. The majority of the responses, which were sixty-three, were neutral about the satisfaction the customers get from the discounts. In addition to this, forty-six customers agreed on the matter that they are completely satisfied with the overall offers and the discounts. However, twenty-eight partakers disagreed that they are unsatisfied with the shopping malls and the overall discounts they offer. It can be stated by evaluating the responses that discounts have a significant impact on the thought procedures of the customers.

How much disposable income is left with you after the expenses are paid off in shopping malls?
150 responses

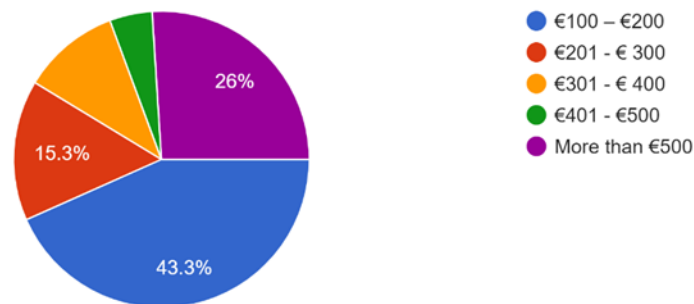


Figure. 26: Income Left after Shopping

The partakers were asked about the amount of money left after the shop in the malls. Sixty-five partakers have stated that the amount which is saved after shopping is one hundred to two hundred euros which is limited. In addition, thirty-nine customers save five hundred euros each month after they spend on shopping. It can be observed that a very limited amount of money is saved after the customers spend their money on the shopping malls. However, there are some customers that are able to save a good sum of money after their shopping expenses. It can be further analysed that shopping requires a substantial amount of money which is spent by the customers.

4.3 Findings:

Importance of Promotional Offers for Customers:

According to the facts that are presented in the literature review, it was observed that in order to increase the base of the customers, the shopping malls introduce offers and promotional discounts on the products they sell to the customers. It was also stated in the review of literature that discounts are a part of the loyalty program for the customers so that they can trust the malls (Atulkar and Kesari, 2017). Customer footfall is essential as it determines the growth and sustainability of the shopping malls. Moreover, the malls not only offer discounts on the offline platforms but also on the online platforms as the digital websites have a significant number of users which further provides them benefits and profits.

Shopping Malls effect on Traditional stores:

It was understood from the online survey that the shopping malls provide more offers to the customers as compared to the traditional stores of the retail industry. Moreover, the everyday essentials are brought by the customers from the shopping malls as the products are of varied ranges and further the prices are also low. In addition, the customers that have low income are more intrigued towards the shopping malls due to the reason that they can provide them with their needed products at a low range which they can afford.

As per the information gained from the online survey, it can be determined that the customers in the UK are more likely to purchase the products from the malls that provide offers on everyday essentials.

Aspects of Purchaser Satisfaction provided by Shopping Malls:

According to the claims made by the authors in the literature review, it can be noticed that there are diverse types of promotional activities that satisfies the customers. The “customer satisfaction scale” is used by the malls in order to measure the satisfaction of the customers.

In addition, it has also been acknowledged that the variety in the products that are offered satisfies the customers more than any other aspect. According to the perspectives of the customers as understood from the online survey, they are pleased with the malls when they provide heavy discounts. The advertisements that are created by the malls also pleases the customers due to which they purchase the needed products

Shopping Malls Discount on everyday needed products:

Frequent discounts are provided by the malls on products in order to attract the attention of the customers (Calvo-Porrall and Lévy-Mangín, 2018). There are also monthly offers that are given to the customers so that they continue to purchase from the malls, as understood from the

literature review. The exchange offers are new and have gained the attraction of the customers, which hikes up the sales of the shopping malls in the market.

The customers think that the malls should impose more discounts on the products that are used by them on a daily basis. Moreover, it was known from the online survey that the customers also prefer to know about the discounts from the online platforms.

Strategies for Customer Retention by Malls:

According to the facts in the literature review, it can be considered that there are multiple strategies that are used by the shopping malls in order to retain their customers. In order to have a sustainable business, the shopping malls promote their products on digital websites, especially the “social media” (Kumar and Anjaly, 2017). The brand image of the malls is also created by the marketing strategies, which enhances the profitability of the business. In addition, targeted customers are able to attract traffic to the shopping malls, which further hikes up the sales of the shopping malls. Moreover, customer retention strategies are helpful for the shopping malls for their business sustainability.

The data which is represented in the online survey highlights the opinions of the customers with respect to the strategies that are developed by the shopping malls. According to them, the existing customers should be retained more by the shopping malls as they are loyal to the malls.

Factors that affect the Customer's decision:

As we have discovered earlier through the survey data analysis. There are various factors which affects the Customer's decision of buying a product or not. Some of these factors are: Service, Wide range of products, Income, Low-cost products, Discount and promotions, Product launch. As some of the customers not only care about the Discount, they also care about the kind of service that has been provided to them. Other than that, the customer's monthly income plays an important role in his decision of buying a product. Moreover, when a new product launches in the market and the customers feel intrigue and fascinated by it which eventually ends up in adding more sales to the product.

4.4 Summary:

From this particular chapter, it was understood from the survey that was conducted online among the customers that the promotional discounts that are offered by the shopping malls to their customers in the UK make them retained towards the malls. In addition, the customers get satisfied with the engagement of the shopping malls towards their purchase. As known from the findings, there are various types of strategies that are utilised by the malls in order to gain the loyalty of the customers for business profitability. Moreover, the sales are also increased by the malls with the help of both online and offline measures.

Chapter 5: Conclusion and Recommendations:

5.1 Conclusion:

It was concluded from the introductory chapter that this dissertation paper was primarily focused on the discounts that are being provided by shopping malls to customers for their satisfaction. Moreover, customer retention is one of the primary aspect of shopping malls functioning in the international domain.

It was also concluded from the literature chapter that various offers and discounts are being provided by stores in shopping malls to increase their customer base. The offers and discounts are also helping shopping malls to retain their customers. Moreover, products that are available at discounts and offers have attracted large number of customers from the market. The information about the discounts and offers are also being provided on various platforms of "social media", which has helped these malls with additional footfall. Various stores in shopping malls are providing offers and discounts on a specific product, which is attracting customers from the different market towards these goods. Furthermore, the offers and discounts are also being provided on a particular day of a month or week to increase the footfall during the lean days.

It was concluded from the research methodology section that the research was adequately carried out by collecting primary information. The positivism philosophy, along with the quantitative strategy, descriptive design and inductive approach, was primarily adopted for the collection of primary information. The data was collected from the selected customers by carrying out an online survey session.

It was concluded from the findings that both male and female customers were selected for the online survey session. Most of the selected customers prefer to buy products from shopping malls, as they get discounts from the stores. Furthermore, these promotions are also satisfying the customers and attracting them towards the products that are available at offers. The satisfaction of customers is being increased by providing monthly as well as weekly offers. The offers and discounts on various specific products satisfy the customers of shopping malls. There are several factors regarding the sales in shopping malls that are attracting most of the customers. One of the factors is service, which is satisfying the customers of shopping malls. Improved service quality is able to attract customers and improve their loyalty. A wide range of products is another factor that is attracting and satisfying customers. Additionally, the products in shopping malls are available at a low price, which is attracting a large number of

customers. Another factor is offers and discounts, which is determined as the most vital aspect of customer retention and attraction towards shopping malls. The offers and discounts that are being provided based on weeks and months has increased customer's loyalty.

5.2 Linking with Objectives:

5.2.1 Identifying the Importance of Discounts and Offers Provided by Shopping Malls for Customers:

The literature chapter has evaluated that stores in shopping malls are providing heavy discounts and offers to increase the footfall of customers (Rosenbaum, Otolora and Ramírez, 2017). The findings present that discounts and offers are being provided by shopping malls to improve loyalty among them, which justifies this objective.

5.2.2 Analysing the Factors determined by Shopping Malls through Discounts and Offers for Customers:

The literature part presents that different shopping malls are providing lucky offers through scratch cards, which are attracting a large population towards the products (Ijaz and Rhee, 2018). The findings state that exchange and discount offers are being provided to satisfy customers and retaining them towards shopping malls, which justifies the second objective.

5.2.3 Evaluating the Strategies adopted by Shopping Malls for retaining Customers from the Competitive Market:

The literature review part presents that cashback offers are one of the primary strategies that have been implemented by shopping malls to retain customers (Li, Larimo and Leonidou, 2021). The findings evaluate that weekly and monthly offers are satisfying customers and helping shopping malls to retain them, which justifies the third objective.

5.3 Recommendations:

New Offers for the Customers:

It is recommended to the shopping malls that they start providing a new type of offers to the customers. New offers will include a buy one get one free offer which is captivating for the employees. Moreover, as it was observed in the paper that there are many flaws of the shopping

malls regarding the price of the products, it is recommended that the shopping malls offer the goods which are used by the customers each day especially the grocery items.

Frequent Use of Social Media:

The shopping malls in the UK should start using “social media” more frequently. It is recommended to them that they use the digital platforms with the help of the influencers. The “social media” influencers are able to attract traffic to the sites of the shopping malls, by which the customer footfall will further increase. In addition, to provide market competition to the competitors, the shopping malls can provide weekly offers to the customers on online platforms that will depend on the amount paid by the customer on their purchase.

5.4 Future Research Scope:

There is a scope for the researcher to conduct a study on a similar topic in the future. The ways the shopping malls are developing their customer retention strategies can be understood by their management or the employees. In order to understand the perspective of the management that work for the shopping malls, an interview can be conducted on them in the future so that the strategies for marketing is understood in-depth. Moreover, with the help of this research in the future, the methods of business operations can be further understood.

Strength of the research

This research has focused mainly on the Customer prospective of buying and the effect of promotional offers and discounts on the customer’s buying pattern. As most of the customers, who submitted the online survey agreed with the authors claim that promotional offers have a significant effect on them. Below are the few points the author has researched in this paper which shows an impact on Customers:

- 1) Discounts and promotional offers offered by the stores and the way those offers reach out to customers through social media or conventional mailing system.
- 2) Loyalty programs offered by the stores also has a significant effect on customers.
- 3) Positive feedback about the stores impacts customers as well.
- 4) Service and quality of the products provided by the stores.
- 5) Wide range of the products offered by the stores could be one of the most influential factors for customers buying decision.

Weakness of the research

As this research mainly focused on the customers, the author has not been able to find out the effect of these promotional offers on the stores/businesses. As we understood, the promotional offers encourage customers to buy more products from the stores. Below are the few questions that future researchers can focus on:

- 1) How do businesses decide to offer discount to the customers?
- 2) What is the effect of these discounts on the company revenue?
- 3) Do businesses have 'Minimum sale price' limit for their products?
- 4) Are these businesses offer discount on the new launched products as well?
- 5) How do businesses decide the discount price for their loyalty program customers and the new customers?

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Appendices:

Survey Questions

1. What is your gender?

- a) Male
- b) Female
- c) Others

2. What is your age?

- a) 18-22
- b) 23-28
- c) 29-35
- d) 35- 40
- e) 40 and above

3. Select the Income slab you fall under.

- a) €0 - €10,000
- b) €10,000-€25,000
- c) €25,000-€35,000
- d) €35,000-€45,000
- e) Above €45,000

4. How often do you shop in shopping malls?

- a) Regularly
- b) Twice a week

c) Once in a week

d) Once a month

5. How satisfied are you with the promotion and discount that are available in the shopping malls?

a) Very Satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Very dissatisfied

6. Please chose as per the scale concerning your satisfaction at shopping malls where 1 for least likely and 5 for most likely

1 – Not at all satisfied

2- Neutral

3 - Satisfied

1	2	3	4	5	6	7	8	9	10
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7. What is the most important factor concerning sales in the shopping malls?

a) Service

b) Wide range of products

c) Low-cost products

d) Discount and promotions

e) Product launch

8. Please rank the factors that are stated below regarding sales in the shopping mall that affects your purchase decision where 1 for Least likely and 5 for Most likely

1 – Least likely 10 Most likely

Service	1	2	3	4	5	6	7	8	9	10
Wide range of products	1	2	3	4	5	6	7	8	9	10
Low-cost products	1	2	3	4	5	6	7	8	9	10
Discount and promotions	1	2	3	4	5	6	7	8	9	10
Product launch	1	2	3	4	5	6	7	8	9	10

9. Do you find the promotions of the shopping malls influential towards your purchase decision?

- a) Yes
- b) No
- c) Maybe

10. Where do you find most of the promotional and discount information of the shopping malls?

- a) Social media
- b) Broachers & Pamphlets

- c) Hoardings
- d) Television
- e) Online websites
- f) Word of mouth
- e) All of the above

11. Do you agree that your purchase decision is affected by the promotional codes or discounts provided by the shopping malls?

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

12. Do you agree that loyalty programmes that are being carried out by the shopping malls tend to influence your purchase behaviour?

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

13. Do you believe that you buy more products from the shopping malls when they offer discounts on the products?

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

14. Do you agree that shopping malls should provide comparatively more discounts as compared to traditional retail stores?

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

15. Do you think that the promotional activities of the shopping malls are effective to change your buying decision?

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

16. Do you agree that the promotions of the shopping mall that you see on various online and offline medium tend to affect your decision of purchase?

- a) Strongly Disagree

- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

17. Do you agree that the heavy discounts on the majority and regularly used products tend to influence your behaviour of purchase?

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

18. Do you believe that the feedback from other customers affects your pattern of shopping in the malls when the offers are going on?

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

19. Do you agree that you get more attracted to the products of the shopping malls that provide discount coupons to their existing customers?

- a) Strongly Disagree
- b) Disagree

- c) Neutral
- d) Agree
- e) Strongly Agree

20. Do you agree that you are satisfied with the overall discounts that the shopping malls tend to provide on their products?

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

21. How much disposable income is left with you after the expenses are paid off in shopping malls?

- a) €100 – €200
- b) €201 - € 300
- c) €301 - € 400
- d) €401 - €500
- e) More than €500