

# EXPLORING THE ELEMENTS OF AN EFFECTIVE MARKETING STRATEGY IN THE PROMOTION MIX OF SHOPPING CENTERS: A CASE STUDY OF HONG KONG

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## Abstract

This research paper focuses on exploring the elements of an effective marketing strategy in the promotion mix of shopping centres through a case study in Hong Kong. Shopping centres rely on an integrated marketing approach to attract visitors and shoppers, and understanding the key elements that contribute to a successful marketing strategy is essential. This study examines a case study of shopping centres in Hong Kong to identify the critical elements of an effective marketing strategy in the promotion mix, including target audience segmentation, brand positioning, customer engagement, experiential marketing, and digital marketing. The research methodology includes in-depth interviews with shopping centre managers, analysis of marketing campaigns and initiatives, and examination of consumer responses. By analyzing these elements and their impact on attracting visitors and shoppers, this study aims to provide insights into the strategies that shopping centres in Hong Kong can adopt to effectively promote their offerings. The findings will assist shopping centre managers, marketers, and industry professionals in developing and implementing marketing strategies that drive footfall, increase consumer engagement, and ensure the success of shopping centres in Hong Kong.

**Keywords:** Marketing Strategy, Promotion Mix, Shopping Centres, Hong Kong, Target Audience Segmentation, Brand Positioning, Customer Engagement, Experiential Marketing, Digital Marketing, Case Study, In-Depth Interviews.

## INTRODUCTION

Malls are increasingly relying on promotional activities to differentiate themselves from competitors through the use of image communication, increase foot traffic, and encourage shoppers to make purchases (**Shim, 2021**) (**Fairhurst, 2021**). This is because malls are currently operating in a market that is more competitive, with overcapacity and dwindling clientele. Although the effectiveness of mall promotional efforts in eliciting the anticipated reactions has not been investigated, despite the fact that this is a standard key performance indicator (KPI) for retail malls, mall promotional activities have been classed by sort. In addition, the fluctuating nature of the customer base makes it more difficult to implement mass market advertising because it requires a deeper comprehension of the requirements of a heterogeneous market that is comprised of several distinct sectors. This makes it more difficult to deploy mass market advertising (**Solomon, 2002**).

Within the scope of this study, ten common mall promotional activities that are based on the framework developed are investigated in order to ascertain whether or not they are successful in luring in new clients and elevating overall mall income.

A group of shoppers were polled on the efficacy of various marketing strategies for boosting shopping malls' most important metrics (sales and foot traffic) and their responses were used to rank the effectiveness of various promotional tactics. The findings point to substantial differences between sales drivers or visit drivers and provide various combinations that may be beneficial in creating optimal consumer behavior. While fashion shows and commercial displays are demonstrated to be low performers in eliciting either reaction, it seems that displays in schools and communities are encouraging visits from people who aren't potential customers. When compared to mall-wide specials, promotions that focus on both broad entertainment and low prices are determined to be an effective option for attracting customers and increasing sales. Customers' claimed probability of behavior was compared to their actual behavior during a three-month period, including purchases, visits, and promotional kinds, with positive outcomes.

Post-covid crisis period sets a new challenge for shopping centre industries across the globe. Integrated marketing communication and relationship marketing become tougher in identifying the right model of operations and the bring the footfall back. Shopping centre management is looking for adopting effective digital communication technology and promotional tools. With the advent of digital technology, online and offline shopping channel preference becomes blurred. Digital means of communication are inevitable in every sphere of business, lest post-COVID crisis period. It is a prime concern for all the shopping centre management to develop a marketing strategy with digital means of communication. However, the design is not so simple. Customers differ demographically and psychologically. Since shopping centres target a large bundle of consumer segments, the optimum choice of sustainable marketing mix and promotion mix requires a deep investigation into consumer behavior. The present research aims for that.

Because of its accessible location, availability of shopping malls, and vast range of high-quality goods available at all price ranges, Hong Kong is sometimes referred to as a "shopper's paradise."

Despite recent reports of sluggish retail performance and shifting visitor spending patterns, Hong Kong continues to be able to attract shoppers from all over the world, as evidenced by the growing number of tourists who come to the city to shop for everything from basic necessities to high-end luxury goods and the millions of products that fall somewhere in between. As a consequence of Hong Kong's rising economy, malls have gotten more crowded, product combinations have moved, and lease rates have increased, which has restricted mall tenants to just the largest global brands and chain stores. This has led to a decrease in the variety of goods available in malls.

As a direct result of all of these changes, many people living in Hong Kong who once shopped with greater leisure — for example, by going to a number of different shops with their families — have discovered that the present offline retail environment does not meet their "needs" in terms of shopping.

At the same time, as a result of improvements made to the city's physical infrastructure, an increasing number of people in Hong Kong are making purchases online. These

transactions can be conducted through the conventional e-commerce or mobile m-commerce channels, or through the developing O2O model, which stands for "online to offline" trade.

In contrast to the O2O model, which typically provides information, services, booking discounts, and pushing messages to Internet users, the 'e- and m-' channels allow shoppers to enjoy certain aspects of the retail experience, such as browsing a wide selection of brands and products in a setting that is less crowded. In addition, the O2O model typically offers information, services, booking discounts, and pushing messages to Internet users. Therefore, the company's offline business partners have the potential to win new customers from individuals like these people. In China, companies such as Taobao and Alibaba have successfully implemented the O2O idea, while in Hong Kong, Groupon has taken the city by storm. Traditional Hong Kong advertising has never put much of an emphasis on internet media because of the geography of the city and the widespread notion that "no one in Hong Kong is more than 20 minutes away from a mall." On the other hand, the current day paints an entirely different picture: The use of Groupon has been really fruitful for enterprises in Hong Kong, and proprietors of these establishments are ecstatic to have discovered a method to advertise their establishments and bring in clients outside of their busiest hours.

Therefore, what recommendations would it provide to business owners and marketers operating in this day and age? In general, it is quite important to maintain a close watch on these shifts in the offline world, which are being brought about by advancements in the offline world. Customers in today's world have access to an unprecedented amount of information and diversity, which has empowered them to be more self-sufficient than ever before. Because of this, consumers have higher expectations than ever before, which are increasingly not being satisfied by conventional establishments that are made of brick and mortar. For a good number of years, for example, shopping malls have used holiday-themed decorations as well as celebrity fashion and music events in order to draw in more people. These strategic events could get some attention in the here and now, but in the long run, they are not sustainable and hence cannot be relied upon.

All components of the retail experience are now regarded to be of crucial importance by sophisticated merchants. This includes everything from the atmosphere of the shop to the aesthetics on the internet, as well as all of the hardware and software in between. **(Michael, 2006)**

In order to bring their strategies to fruition, brand strategists may make use of a broad range of digital and conventional media, in addition to other activation tools. It is possible that this could cause confusion; how is know which platform to use and when? Nevertheless, this brings up the issue of "when to leverage social media as opposed to ATL?" and gives some intriguing new prospects. After the ups and downs of 2020, 2021 be a new beginning. It is impossible to predict when the epidemic end and life return to normal. The idea of launching a new company seemed farfetched in 2020, but with the arrival of 2021, things are beginning to look bright. The great news is that businesses that

have a detailed marketing strategy with measurable objectives for the next months are more likely to succeed even in times of economic instability. Discontinuing marketing efforts during an emergency erode brand value and drive-up marketing expenses after normal operations have resumed.

Start planning 2021 marketing campaigns with the knowledge that, in the wake of the epidemic, marketing has taken on a greater significance for the vast majority of organizations. Keeping up with and expanding company's communication saturation is important, as is finding methods to take on the latest cutting-edge marketing trends to reach is audience. This is assist maintain company's prominence in the thoughts of consumers and potential clients throughout the pandemic's recovery period. So many companies have had to adjust to a completely digital world, making it very difficult to stay up with this epidemic. As trade exhibits and events have been moved online, a whole new system has emerged. For marketing goals to be met in 2021, must alter planning cycle and be ready for flexibility. Even while no one can tell with absolute certainty what should do and how should be ready for 2021, researcher understand that content still is king. By bypassing traditional news outlets, content marketing enables businesses to speak openly and honestly with their intended demographic. Offer content like articles, videos, infographics, and case studies. Consistently releasing high-quality content is essential if want to grow website's organic traffic and lead count. Free organic traffic comes from people who discover site via organic search results. Using targeted keywords and internal and external links, may increase site's visibility and traffic. Marketing with written content is really about telling stories. But remember that visuals are always more effective than words when it comes to conveying story. A worldwide communications research predicts that in the next five years, digital storytelling become a significant communication trend in the realm of public relations.

### **This Is the Product**

The marketing plan as a whole relies heavily on the Hong Kong Disneyland product in order to be successful. Hong Kong Disneyland is responsible for the development of a number of the product's distinctive characteristics, including the following: Excellence

The theme park that is Hong Kong Disneyland maintains continuously high-quality standards. Adding value at each stage of production allows for a product's quality to be kept at a consistently high level throughout the whole manufacturing process. When it comes to replenishing their supplies, Hong Kong Disneyland only works with trustworthy merchants. In order to guarantee that the finished goods are of the greatest possible quality, it is very necessary that the environments in which these raw materials are processed be maintained in an almost pristine condition at all times. Because of the excellent marketing and management of Hong Kong Disneyland, the theme park enjoys a distinct competitive advantage in the market. how easy it is to put into use.

The goods sold at Hong Kong Disneyland are well-known for the ease of usage that they provide. The user manual for the appliance is written in easy-to-understand English and

provides instructions that are clear and concise on how to use the equipment. Customers are encouraged to call the toll-free line, which is staffed 24 hours a day, seven days a week, if they have any inquiries about the product's instructions for usage. In addition, sales associates offer consumers with detailed instructions on how to utilize the product directly at the moment the customer makes the purchase.

### **The Spreading Out of One's Investments**

There is a large variety of products available to purchase in Hong Kong Disneyland. The fact that Hong Kong Disneyland offers such a broad variety of attractions and performances makes it possible for the theme park to cater to a greater variety of clients. In addition to this, Hong Kong Disneyland's varied assets allow it to be financially self-sufficient. As a result, the theme park is able to compete successfully with other theme parks worldwide. The extension of Hong Kong Disneyland's product range provides even more advantages for the theme park.

### **The Product's Many Benefits to Its Users**

One of the many characteristics that Hong Kong Disneyland has is excellent customer service. These practical benefits are offered, just as stated, but so are the advantages offered by a great many other products falling into the same category. The emotional benefits that Hong Kong Disneyland offers to its guests set it different from other theme parks in the world. Customers who buy goods from Hong Kong Disneyland may be confident that they are get a boost to their ego, a feeling of safety, and a sense of confidence as a result of their purchase. A trip to Hong Kong Disneyland may not only fulfill financial objectives, but it also has the potential to meet emotional requirements. Examples of such needs include the want to have social connections and to be accepted by others, as well as the desire to be liked and admired.

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

### **QUANTITATIVE RESEARCH DESIGN**

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



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

### **Study Design**

The study was a detailed cross-sectional study which was conducted for five months from August to December 2022. The cross-sectional design, involves the collection of data at one point in time, which was easy to do and relatively economical. The researcher selected quantitative method due to the time limit and resource constraint. A total of 14210 random people were surveyed that included govt. employee, health care and professional, engineer, businessman, pvt. Employee, and consultant. Random sampling was used by approaching all workers at locations mentioned above. At the workplace shopping center, workers were invited to participate in the research. The researcher explained the study to the potential workers and those who agreed to participate completed a self-administered questionnaire in the waiting area after they completed their works; the researcher was available to answer any inquiries. At other locations, questionnaires were handed out to be filled and returned at once.

### **Study Area**

The study was conducted on govt. employee, healthcare and professional, engineer, businessman, pvt. Employee and consultant in global skills.

### **RESULT**

Following the completion of factor analysis and testing for reliability on the instruments used SPSS, a descriptive analysis was carried out in order to define the demographic profile of respondents, which included factors such as gender, age, ethnicity, religion, and country. In the subsequent stage of the correlation research, an analysis of the ways in which sociodemographic factors (such as age, gender, occupation, marital status, and income) influence effectiveness of the marketing strategy in promotion mix of shopping centres to attract visitors and shoppers was carried out. Secondly, it identifies the impact of the marketing strategy in promotion mix of shopping centres. Third, it identifies the problem Hong Kong is also known as Shopping Paradise. Covid19 crisis has altered the landscape not only in the drop of offline retail growth but customers' attitudes towards e-shopping. Regaining the customers' loyalty to shopping centres has appeared as an industrial challenge. Consequently, the shopping centres have realized the appropriation of omnichannel communication strategy, relied on digital technology, to reach customers and serve them customized information with retailtainment offers. Therefore, reframing the relationship marketing, integrative communication technology and right promotion tool turns a major concern for the shopping center management, especially marketing

managers. The prime question for the present research can be ascribed as - what promotional tools the Hong Kong shopping centres design to attract shoppers and visitors in the post COVID crisis period? It is important to understand how consumers are perceiving the communication appeal of the shopping centres and behave accordingly. The answer resolve a major question for the shopping centre management to formulate the right marketing communication strategy and regain the lost ground.

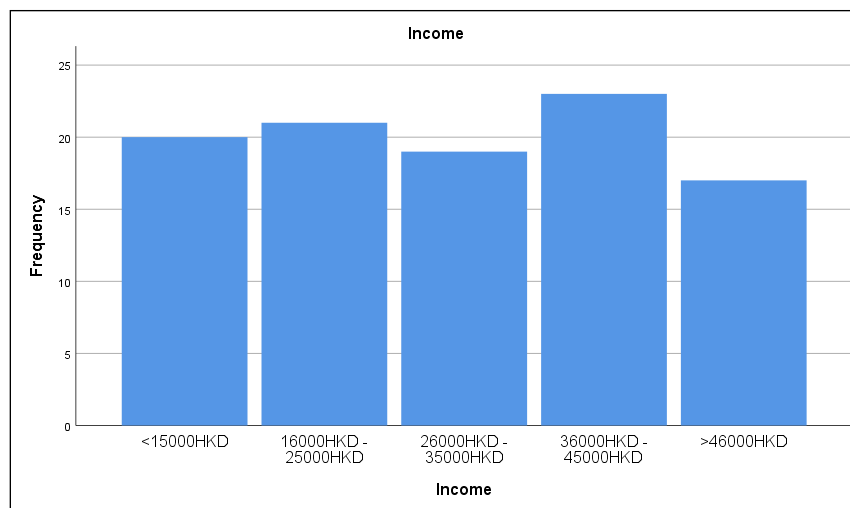
**Table 1: Income**

Income	<HKD15000 (F=1525, M=1238)
	<HKD16000-25000 (F=1489, M=1452)
	<HKD26000-35000 (F=1513, M=1175)
	<HKD36000-45000 (F=1570, M=1677)
	<HKD46000(F=1275, M=996)

In the study data comprised of individual income less than HKD15000 (N=2763, F=1525 & M=1238), HKD16000-25000 (N=2941, F=1489 & M=1452), HKD 26000-35000 (N=2688, F=1513 & M=1175), HKD 36000-45000 (N=3247, F=1570 & M=1677), and more than HKD 46000 (N=2271, F=1275 & M=996) respectively.

**Table 2: Income Frequency**

Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<b>&lt;15000HKD</b>	20	20.0	20.0	20.0
	<b>16000HKD - 25000HKD</b>	21	21.0	21.0	41.0
	<b>26000HKD - 35000HKD</b>	19	19.0	19.0	60.0
	<b>36000HKD - 45000HKD</b>	23	23.0	23.0	83.0
	<b>&gt;46000HKD</b>	17	17.0	17.0	100.0
	<b>Total</b>	100	100.0	100.0	



**Figure 3: Income**

According to the findings, 13910 people participated in the survey. 20% of the applicants had an annual income of more than <15000HKD. Researchers have 21% of the applicants in the 16000HKD - 25000HKD range. Researchers have 19% of applicants in the 26000HKD - 35000HKD range. Researchers have 23 % of applicants in the 36000HKD - 45000HKD range. Researchers have around 17 % of the total number of applicants in this category, totaling >46000HKD

**Table 4: Marital status**

Marital status	Single (F=4403, M=3653)
	Married (F=2969, M=2885)

**Table 5: Marital Status Frequency**

Marital Status		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Single</b>	8056	58.0	58.6	58.6
	<b>Married</b>	5854	42.0	41.4	100.0
	<b>Total</b>	13910	100.0	100.0	
<b>Missing</b>	<b>System</b>	0	0.0		
<b>Total</b>		13910	100.0		

In this above chart they have received 13910 responses 100%, 58.0% candidates are single, and 42.0% candidates are Married.

## CONCLUSION

This thesis's last section is its conclusion. Researchers are beginning with a synopsis of the research, where they talk about what are found and what are didn't. Then, a summary of the results, both empirical and theoretical, is presented. Afterwards, some last thoughts and a discussion of the study's shortcomings are presented. The purpose of this thesis is to provide an analytical framework for understanding the factors that contribute to a city center's appeal, and for determining whether or not locals and tourists have distinct experiences of a city's central areas. There are two issues that go hand in hand with this study's overarching objective: what factors do customers value in city centers, and do locals and tourists have different opinions of these areas? This is an intriguing subject for study since many city centers are in decline as a result of competition from nearby cities and the proliferation of exterior retail complexes. Previous studies in the fields of location marketing, place attractiveness, city center attractiveness, and retail served as the basis for the study's framework. The framework integrates five features: shopping, ease of access, entertainment options, activities, and vibe. Before putting forth hypotheses to be tested, a descriptive analysis of the self-evaluation questions was offered to highlight the significance of various characteristics in a city hub. Consumers seem to agree on virtually all of the assertions posed, suggesting that they are all relevant to life in a metropolitan hub. The presence of nightlife was the only element that detracted from the attractiveness of city centers overall. Aside from the nightlife, however, the following features were valued: ambiance; ease of getting around; parks and natural areas; restaurants and



cafes; architecture; public transportation; stores; hours; temporary activities; entertainment; casual trading areas; stores; parking; and permanent events.

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