

Impact Of Digital Marketing Strategies and Promotional Components on Customer Retention in Shopping Centers in Hong Kong.

Zhang Xianghan¹, Abhijit Ghosh²

¹Research Scholar, Lincoln University College

²DEAN, Lincoln University College

Corresponding author:

Zhang Xianghan

Research Scholar, Lincoln University College

Cite this paper as: Zhang Xianghan, Abhijit Ghosh (2023) Impact Of Digital Marketing Strategies and Promotional Components on Customer Retention in Shopping Centers in Hong Kong.. Journal of Neonatal Surgery, 12, 161-169

ABSTRACT

This exploratory study aims to investigate the impact of digital marketing strategies and promotional components on customer retention in shopping centers in Hong Kong. With the increasing prevalence of online shopping and the growing competition in the retail industry, shopping centers face the challenge of attracting and retaining customers. This study examines the effectiveness of various digital marketing strategies, such as social media advertising, email marketing, and personalized promotions, in enhancing customer retention in the context of shopping centers. The research methodology involves a combination of qualitative and quantitative approaches, including interviews with shopping center managers, surveys with customers, and analysis of secondary data. The findings of this study will provide insights into the most effective digital marketing strategies and promotional components that shopping centers in Hong Kong can adopt to improve customer retention. The results will be beneficial for shopping center managers, marketers, and policymakers in developing targeted marketing strategies and optimizing promotional activities to enhance customer loyalty and increase footfall in shopping centers

Keywords: digital marketing strategies, promotional components, customer retention, shopping centers, Hong Kong, social media advertising, email marketing, personalized promotions, qualitative research, quantitative research.

INTRODUCTION

Because of the intense competition in today's market, it is critical for businesses and other organizations to maintain a steady flow of new customers. On the other hand, it is equally essential to acknowledge the significance of developing a loyal consumer base. Because it might cost anywhere from five to twenty-five times as much to acquire a new customer as it does to keep an existing one, increasing a company's customer retention rates may have a significant effect on the bottom line of the business.

Because of this, chief executive officers should educate themselves on relationship marketing. Relationship marketing is a subcategory of customer retention management that places an emphasis on cultivating meaningful connections with customers as its primary goal. The purpose of relationship marketing is to increase the possibility that a consumer will purchase from a company again in the future by increasing the frequency with which a customer interacts with a company's brand, whether that interaction takes place via email or any other media. Loyal customers are vital to a business because they often make further purchases, provide great word-of-mouth advertising, and offer constructive feedback, all of which are useful.

Instead of concentrating just on the process of generating new leads, relationship marketing strategies aim to cultivate existing relationships in order to achieve a wider range of business benefits than traditional lead generation methods. The modern consumer has more options than ever before to choose from when it comes to the things that they purchase. During a session that lasts just five minutes, Facebook might randomly display more than six advertisements for different kinds of products and services. Because customers have access to a wide variety of alternatives, it may be challenging for businesses to capture and maintain their attention. Businesses need to place a premium on customer value in order to differentiate themselves in the market and establish long-lasting, mutually beneficial relationships with customers. Customer value can be defined as the pleasure a customer anticipates receiving while engaging in a particular action in relation to the cost of that activity. It's possible that consistently pursuing new customers may bring in more revenue for

business than making an effort to keep old ones coming back. Even while only a small percentage of businesses actively use relationship marketing into their day-to-day marketing strategies, this strategy has the potential to benefit the vast majority of businesses. Activities that are intended to foster stronger connections with clients. Customer service is one of the areas of relationship marketing that is considered to be among the most significant. The impacts of customer service on the creation of customer satisfaction and loyalty were analysed in Turkish shopping centres that are part of the retail industry. Shopping centres were selected as the implementation area because of the extensive array of customer services that they offer, including free parking, clean restrooms, a shopping experience that is both spacious and quiet, credit card processing, and customer complaint units, amongst other amenities.

In the beginning of this research project, a comprehensive literature search concerning topics such as customer loyalty, customer happiness, and customer service was carried out. In the section devoted to technique, both the scales that were used in this investigation as well as the sample strategy were presented. After that, an exploratory factor analysis, also known as EFA, was performed on the

variables pertaining to customer service in order to exclude and categorise them. Confirmatory factor

analysis, also known as CFA, was not used in this study since the existing body of research did not have any theoretical support that were directly connected to the categorization of customer service. When classifying customer service variables, the goal of factor analysis was to add value to the existing body of research by developing a model known as the shopping centre customer service (SCCS) model. This model demonstrates how customer service influences a company's level of satisfaction and loyalty to that company. In the section devoted to the results, they discovered that EFA was responsible for eight primary components. Through a series of multiple regressions, a research model known as the SCCS model was built and evaluated for its ability to predict the impacts of customer service on levels of satisfaction and loyalty. When compared to the expected rates, the SCCS's impacts on customer satisfaction and loyalty were modest; yet, these results are enough to explain the observed range of satisfaction and loyalty ratings. In the section devoted to drawing conclusions, the findings and suggestions for the enhancement of the quality of services provided to customers were presented.

Since the word "relationship marketing" implies this, the primary focus of this kind of marketing is on the consumers. Because of this, continual personalized help is required. Putting the needs of the customer ahead of all other considerations is a tried-and-true tactic that has been shown to result in increased customer retention and loyalty. It is not sufficient to just ensure that the people working at their support desks are kind and helpful. If a company takes a proactive and individualized approach to caring for its customers, those customers are more likely to remain loyal to that company. For many years, the retail industry has placed a premium on providing excellent service to clients and cultivating long-term relationships with those customers. A durable competitive advantage and difference from one's competitors may be achieved via the creation of satisfied and loyal customers. According to the research, there are a number of different aspects that contribute to consumer happiness and loyalty. One of these characteristics is customer service. The literature on marketing over the last two decades has made several references to the significance of providing excellent customer service. This study placed an emphasis on customer service as an important factor in both customer happiness and customer loyalty. There are a great number of research that can be found in the academic literature that demonstrate the correlations between various factors that influence satisfaction and loyalty, such as perceived quality, expectations, perceived value, and service quality, and contentment and loyalty. Only the impacts of customer service on satisfaction and loyalty were looked at for this particular piece of study. The primary objective of this study was to determine whether or not customer service has an influence on the level of satisfaction and loyalty experienced by customers.

Companies today see provided a larger their business as a method of retaining their competition in the modern market for globalisation, and they are taking these steps as of right now. To maintain its relevance in the harsh environment of today's modern economic world, every organisation requires a robust marketing strategy. A pattern of decisions made on how resources should be distributed within an organisation is what Aram and Lawal mean when they talk about strategy. This includes not just the intended goals but also perspectives on the proper and, more significantly, incorrect ways for achieving them as well. As according to Arney and Lawal, strategy involves doing research about the market and the environment in which it operates, the buying habits of consumers, the activities of competitors, as well as the necessity for and availability of marketing intermediaries. Therefore, the marketing strategy of a company may be seen as the efforts the company makes to communicate

with the people it intends to sell to. Conducting market research, which includes an analysis of

customer desires, attitudes, and competing products, is the first stage in developing a marketing strategy. The strategy then continues on to advertising, marketing, distribution, and, if required, customer relations, packaging, revenues, and distribution. Finally, the plan concludes with sales and distribution. The provision of increased value to clients and the organisation at a reduced expense ought to be the primary objective of any marketing plan. A business strategy also must be seen as a means of delivering a high-quality product that fulfils the demands of customers, offering a price that is reasonable, engaging in greater distribution, and being backed by an effective promotion strategy. An effective marketing strategy is a necessary prerequisite for every business sector that want to grow their market share and reduce the impact of its competitors

LITERATURE REVIEW

Pourdehghan, (2015) Customer loyalty, trust, and dependence on a particular brand are influenced by a variety of factors, including more than just price in the mobile phone industry. However, the customer satisfaction variable has an indirect effect on consumer trust and loyalty

in the mobile phone industry, but not directly. If the mobile phone industry wants to attract new consumers, it should focus more on this marketing strategy. Customer loyalty and brand trust are influenced by product quality, and as a result, increased brand commitment is seen as a secondary effect.

Pourdehghan, (2015) After conducting a thorough analysis of the relationship between customer loyalty, trust, and brand faithfulness, it was discovered that these characteristics all play a role in influencing brand loyalty, namely: consumer loyalty, trust in a company, and brand loyalty. Another finding of this research was the existence of a strong link between customer loyalty and trust. There is an immediate and anomalous influence on brand confidence in the mobile phone business due to the fulfillment variable.

Bun, (2018) This analyzes the effect of designated promoting costs on client maintenance and client productivity. Over the course of four years, the developer analyzed data on sales, advertising, and administration at the client level for a few chosen client connections. Make sure researcher pay attention to clients that put a high value on customer relationships, as shown by the fact that these clients tend to close more sales and get bigger incentives. Nonetheless, endurance and board information investigations recommend that the designated advertising costs are not straightforwardly bringing about these higher maintenance and productivity rates. Clients getting free gear are for the most part bigger and have higher dollar benefits. Endurance examination shows client maintenance relates to client size, rather than to designated promoting exercises thusly. This examination shows that the utilization of designated advertising exercises doesn't appear to assist in creating clients regarding productivity. For authors situation organization, designated advertising exercises are significantly more an apparatus for overseeing and keeping up with associations with enormous clients than for creating additional profits.

PTeC,(2017) Essentially, shopping malls serve as a business community for retailers. Investigators allow retail associations to operate in the real world. The management of retail associations is inextricably linked to the growth of a mall. One or two mall organization components, in particular for shops, have become crucial in the continuously expanding retail sector

Venkateswaran, (2021) Relentless quality is the fundamental variable in the retail store outlet. Clients

will impart and participate in the help eye to eye. Expecting people can get that the organizations, quality, and measure of the things, cost factors are trustworthy, growing their satisfaction and positive casual. Hence, the retail store should be careful about its organization proposing to its clients. Retail store bosses should keep a standard client record. People can send a present/voucher at the hour of a relative's birthday or various abilities to keep a good similarity with them. Brief help (doorway) transport by the store may distinctly construct the store picture and augmentation support assumption.

Venkateswaran, (2021) In genuine points of view, the energy should be faultless and great, easy to move inside the store, trolley and other conveying workplaces, thing show cards, thing courses of action, easy to take are the major factors to be considered. Washroom workplaces were available in a few retail outlets. Clients expect a washroom office inside the retail store premises, making the clients (going with researcherngsters, Diabetics) can stay some extra time in the store for their purchases. The methodology should be framed to offer the best help in an unrivaled way. The store staff manages explicit workplaces like client's properties care, secure trade, tackle gives immediately (if any), basic glance at process, individual thought, and response rapidly are significantly required and expected by the clients. Today the clients are not accepting - people are shopping. People expect the retail store should be in, current, ostensibly captivating real workplaces, all around showed things, and store climate should be rich, nonstop impact supply and incredible halting office. Store brands are pushed in the retail stores through the salesman's strong selling methodologies. Accordingly, the retails workplaces ought to set up the salesperson suitably to affect the clients to make the purchase more in their store. senior bosses get part of encounters on the most capable technique to hold the clients by making client associations through buyer dedication. Head bosses should make a beguiling experience and escalate the strength components to make an association between the store and the clients.

RESEARCH METHODOLOGY

Study Design:

Researcher performed a rigorous cross-sectional investigation. The cross-sectional design necessitated a single point in time data collection, which was quick and low-cost. Because of the short timeframe and limited resources, the researcher opted for a quantitative approach. Rao-soft software was used to estimate the sample size of 1227; 1875 questionnaires were distributed; 1527 were returned; and lastly, 112 questionnaires were deleted owing to incompleteness of the questionnaire. The study included 1415 people from Hong Kong as respondents. Using random sampling, all respondents were approached for the survey. Participants who decided to participate in the study were given information about it by the researcher, who was also on hand to answer any questions they had while they were waiting to finish their shopping. When a respondent was unable to read or write, or was confined to a wheelchair, the researcher read the survey questions and response categories to them, and then recorded their responses in the survey form as they were said. In some places, people were given questionnaires to complete and return all at once.

Study Area:

The study was conducted in fashion clothing market, clothing factories, clothing retail market, shopping malls, on Hong Kong. The study sites were chosen because of consumers availability at the sites to purchases various brands

Data collection:

The researcher conducted quantitative method research for the study through survey. The details of the survey collection method and

interview are described below.

Respondents first answered control questions regarding their the Hong Kong shopping centers, to predict the establishment of customer retention and size of their organization. This left a sample size calculated from Rao Soft and the sample size was 1227.

Likert scale, rating system, used in questionnaires, that is designed to measure people’s attitudes, opinions, or perceptions. Subjects choose from a range of possible responses to a specific question or statement; responses typically include “strongly agree,” “agree,” “did not answer,” “disagree,” and “strongly disagree.” Often, the categories of response are coded numerically, in which case the numerical values must be defined for that specific study, such as 5 = strongly agree, 4 = agree, and so on.

In the study the researcher viewed in demographic details that included Gender, the age group of the respondents, the marital status of the respondents, the income for the respondents, the workexperience for the respondents, the occupation for the respondents and the last one is brand preferences of the respondents. That all are included in demographic details.

The questions from 1-20 follow the Likert scale mentioned above and it provides us with the Hong Kong shopping centers, to predict the establishment of customer retention.

Sample:

Data for the study was collected collection method and interview. Sample Size calculated through Rao-soft software was 1227, total 1875 questionnaires were distributed, out of which 1527 questionnaire were received back, and 112 questionnaires were rejected because they were incomplete. The final number of questionnaires used for study is 1415 with 778 males and 637 females respectively. The member of the study surveyed were the following: Teacher 297 respondents (21%), Student 325 respondents (23%), Pvt. Employee 326 respondents (23%), Govt. Employee

467 respondents (33%).

Result

In the portion of the report titled "Results," an investigation's findings are given, along with the research procedures that were used to acquire those findings. These findings are laid forth in an organised manner, devoid of any bias or interpretation on the part of the author and serve as a foundation for the discussion section's subsequent assessment and examination. The primary purpose of the results section is to provide the data in language that emphasises how they relate to the research issue that was investigated in the study (s).

The findings of the research should be included in the results section, and only the findings of the study should be included there. The following are the findings:

Information provided in the form of tables, charts, graphs, and other figures

A contextual analysis of this data that explains its significance in sentence form

Every piece of information that is relevant to the primary research topic (s)

Pilot Study:

If the instrument is to be considered reliable, it must be able to provide the same measurement regardless of how many times it is evaluated; otherwise, it is unreliable. The researcher conducted a pilot test on a global scale with 10–20 respondents to see whether or not any of the questions were unclear or ambiguous. Questions that were excessively open-ended were either reworded or removed entirely. After having a group of consumers serve as pilot testers for the questionnaire, the time it took respondents to finish the survey was around 20 minutes on average. According to what was indicated before, the responses from the pilot survey were not included in the main research.

In the course of program is executed, both the characteristics of the measurement scale and the questions that formed it were investigated. Furthermore, the connections between the items on the scale were investigated in order to provide information about their internal consistency. The determination of the instrument's dependability via calculation is an essential part of the validation process.

Response:

A total of 1875 questionnaires were distributed to the respondents. Out of this number 1527 sets of the questionnaire were returned, and 1415 questionnaires were analysed using the Statistical Package for social science (SPSS version 25.0) software.

Table:1 Survey responses

Questionnaires sent	1875
Questionnaire received	1415
Response rate	$(1415/1875) * 100 = 75\%$ return

Demographic Details:

Demographics are a kind of statistical information used to analyse human populations. A population's demographics are its distinguishing features. Societies or even small groups of individuals may be analysed with the use of demographics. Examples of demographics include things like gender, age, marital status, income, work experience, occupation and brand preferences. Researchers may split the population into subgroups using a wide variety of demographic characteristics, such as gender, age, marital status, income, work experience, occupation and brand preferences etc.

Table 2: Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	778	55.0	55.0	55.0
	Female	637	45.0	45.0	100.0
	Total	1415	100.0	100.0	

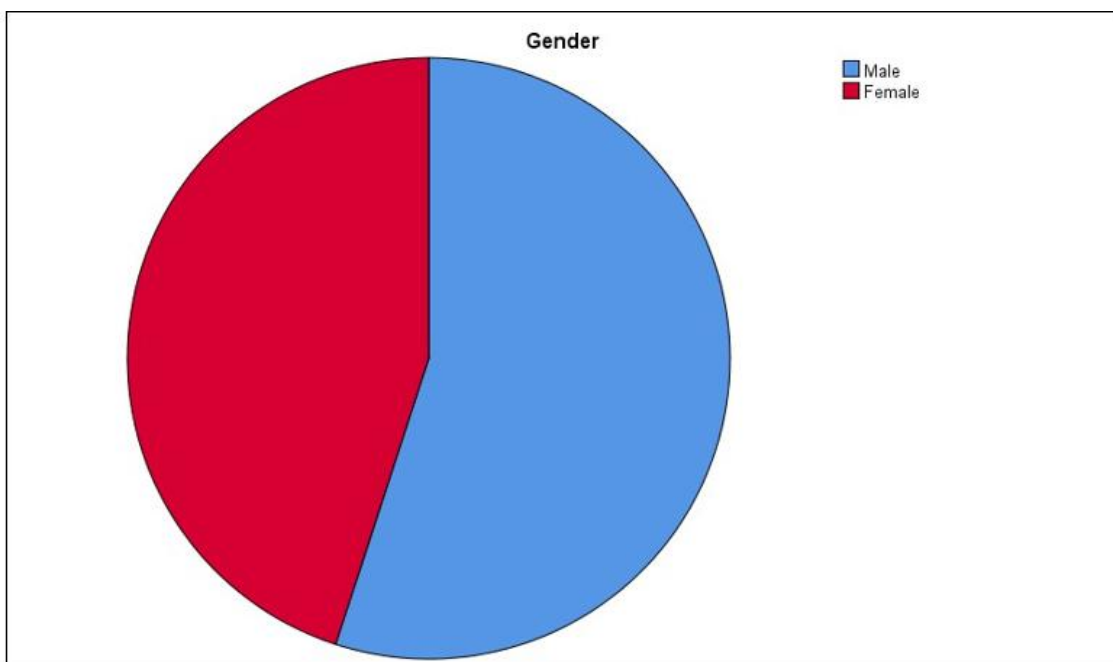


Figure:1 Gender Graph

As per the table and figure 1 the demographic information of gender for the participants in the study is shown. A total of 1415 respondents included in this study, among them 55.0% (N=778) were male and 45.0% (N=637) were female. According to the illustrated table above, there was almost equal distribution of male and female which will give a more standard data.

Table 3: Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	424	30.0	30.0	30.0
	26-40	509	36.0	36.0	66.0
	41-60	298	21.0	21.0	87.0
	Above 60	184	13.0	13.0	100.0
	Total	1415	100.0	100.0	

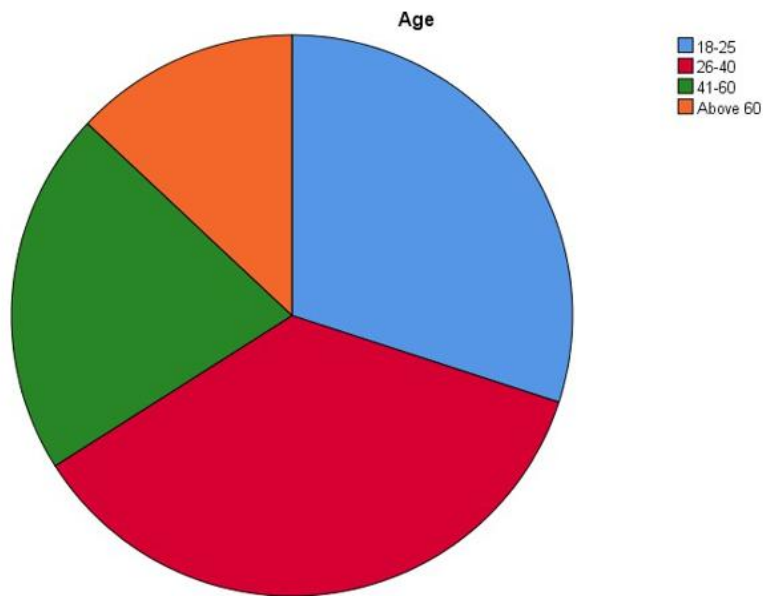


figure 2: Age Graph

Table and figure 2 showed the demographic information of the respondent's age were majority of the participants respondents in this study were within the age of 18-25 years with the percentage of 30.0% (N=424). The second largest number of respondents were in the category of 26-40 years with highest the percentage of 36.0% (N=509). The third largest number of respondents were in the category of 41-60 years with highest the percentage of 21.0% (N=298). And the least respondents were at the age of >60 years reached 13.0% (N=184).

Table 4: Marital Status

Marital_Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	707	50.0	50.0	50.0
	Married	708	50.0	50.0	100.0
	Total	1415	100.0	100.0	

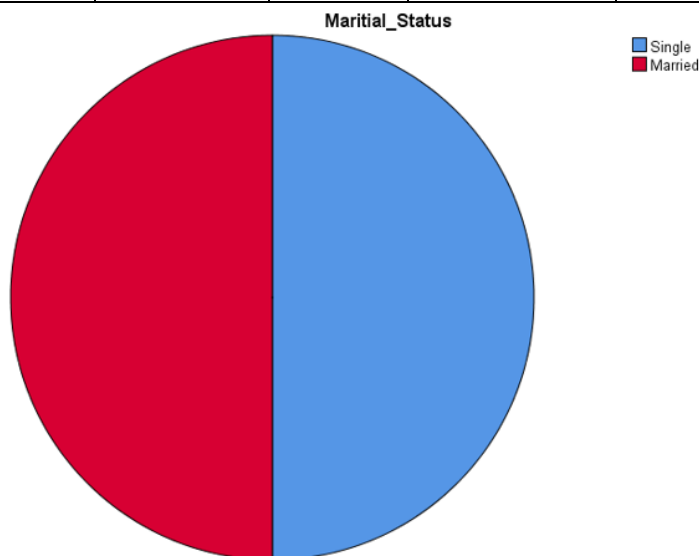


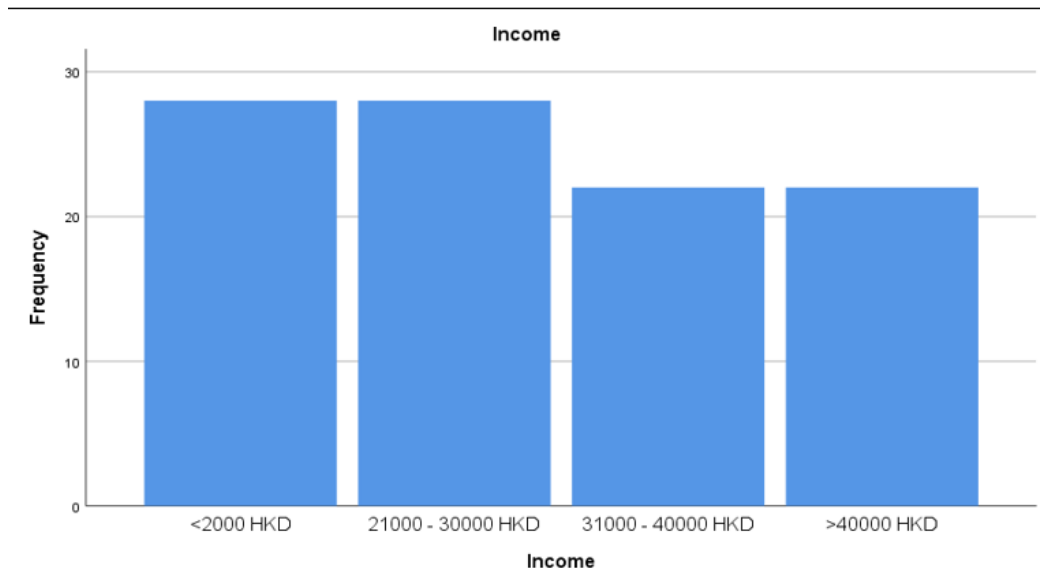
figure 3: Marital Status Graph

As per the table and figure 3 the demographic information of marital status for the participants in the study is shown. A total of 1415 respondents included in this study, among them 50.0% (N=707) were single and 50.0% (N=708) were married. According to the illustrated table above, there was almost equal distribution of single and married which will give a more standard data.

Table 4: Income

Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<2000 HKD	396	28.0	28.0	28.0
	21000 - 30000 HKD	396	28.0	28.0	56.0
	31000 - 40000 HKD	312	22.0	22.0	78.0
	>40000 HKD	311	22.0	22.0	100.0
	Total	1415	100.0	100.0	

figure 4: Income Graph



As per the table and figure 4 the demographic information of income for the participants in the study is shown. The number of respondents for the income group was of <2000 HKD 28.0% (N=396), 21000 - 30000 HKD 28.0% (N=396), 31000 - 40000 HKD 22.0% (N=312), and the least

income of the respondent's is >40000 HKD 22.0% (N=311).

Table 5: Work Experience

Work Experience		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 5 years	368	26.0	26.0	26.0
	6 - 10 years	340	24.0	24.0	50.0
	11 - 15 years	368	26.0	26.0	76.0
	more than 15 years	339	24.0	24.0	100.0
	Total	1415	100.0	100.0	



figure 5: Work Experience Graph

As per the table and figure 5 the demographic information of income for the participants in the study is shown. The number of respondents for the work experience group was of 0 - 5 years 26.0% (N=368), 6 - 10 years 24.0% (N=340), 11 - 15 years 26.0% (N=368), and the least work experience of the respondent's is more than 15 years 24.0% (N=339).

CONCLUSION

The conclusion is the part of the thesis that comes last. They start out by providing a summary of the study, during which they discuss what they discovered as well as what they didn't find. Following that is a presentation of a summary of the outcomes, including both empirical and theoretical findings. Following that, some concluding remarks as well as a discussion of the limitations of the research will be offered. This thesis aims to provide an analytical framework for understanding the factors that contribute to the appeal of a city centre, and for determining whether or not locals and tourists have distinct experiences of a city's central areas. Additionally, the purpose of this thesis is to determine whether or not locals and tourists have distinct experiences of a city's central areas. The primary purpose of this research raises two questions that are intrinsically linked to one another: first, what aspects of city centres are most important to consumers, and second, do residents' and visitors' perspectives of these locations differ? As a consequence of rivalry between neighbouring cities and the expansion of external retail complexes, this is a fascinating issue that should be studied since many city centres are now in a state of decline. Previous research in the areas of location marketing, place attractiveness, city centre attractiveness, and retail provided as the foundation for the framework of the current study. The framework incorporates four different aspects: advertising and sales promotion, content marketing, social media marketing, and traditional advertising

REFERENCES

1. Peng, J., Agarwal, A., Hosanagar, K., & Iyengar, R. (2018). Network Overlap and Content Sharing on Social Media Platforms. *JMR, Journal of Marketing Research*, 55(4), 571–585. doi:10.1509/jmr.14.0643
2. Phelps, J. E., Lewis, R., Mobilio, L., Perry, D., & Raman, N. (2019). Viral Marketing or Electronic Word-of-Mouth Advertising: Examining Consumer Responses to Pass Along Email. *Journal of Advertising Research*, 44(4), 333–348. doi:10.1017/S0021849904040371
3. Preece, J., Nonnecke, B., & Andrews, D. (2018). The Top 5 Reasons for Lurking: Improving Community Experiences for Everyone. *Computers in Human Behavior*, 20(2), 201–223. doi:10.1016/j.chb.2003.10.015
4. Prentice-Dunn, & Rogers, R.W. (2018). Effects of Public and Private Self Awareness on Deindividuation and Aggression. *Journal of Personality and Social Psychology*, 43, 503–513.
5. Pressgrove, G., McKeever, B. W., & Jang, S. M. (2018). What is Contagious? Exploring why content goes viral on Twitter: A case study of the ALS Ice Bucket Challenge. *International Journal of Nonprofit and Voluntary Sector Marketing*, 23(1), e1586. doi:10.1002/nvsm.
6. Raney, A. A., Arpan, L. M., Pashupati, K., & Brill, D. A. (2019). At the movies, on the web: An investigation of the effects of entertaining and interactive web content on site and brand evaluations. *Journal of Interactive Marketing*, 17(4), 38–53. doi:10.1002/dir.10064
7. Robins, G., Pattison, P., & Elliott, P. (2020). Network Models for Social Influence Processes. *Psychometrika*, 66(2), 161–190. doi:10.1007/BF02294834
8. Roth, M. S. (2020). The effects of culture and socioeconomics on the performance of global brand image strategies. *JMR, Journal*

- of Marketing Research, 32(2), 163–175. doi:10.2307/3152045
10. ISamadi, M., Nagi, R., Semenov, A., & Nikolaev, A. (2018). Seed activation scheduling for influence maximization in social networks. *Omega: The International Journal of Management Science*, 77, 96–114. doi:10.1016/j.omega.2017.06.002
 11. Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media.
 12. *Management Decision*, 50(2), 253–272. doi:10.1108/00251741211203551
 13. Schlosser, A. E. (2019). Posting Vs. Lurking: Communicating in a Multiple Audience Context.
 14. *The Journal of Consumer Research*, 32(2), 260–265. doi:10.1086/432235
 15. Shehu, E., Bijmolt, T. H. A., & Clement, M. (2018). Effects of Likeability Dynamics on Consumers' Intention to Share Online Video Advertisements. *Journal of Interactive Marketing*, 35, 27–
 16. 43. doi:10.1016/j.intmar.2016.01.001
 17. Shin, D. (2018). Empathy and embodied experience in virtual environment: To what extent can virtual reality stimulate empathy and embodied experience? *Computers in Human Behavior*, 78, 64–73. doi:10.1016/j.chb.2017.09.012
 18. Stokinger, E., & Ozuem, W. (2018). The intersection of social media and customer retention in the luxury beauty industry. In *Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications* (pp. 1305-1328). IGI Global.
 19. Susarla, A., Oh, J. H., & Tan, Y. (2012). Social networks and the diffusion of user-generated content:
 20. Evidence from YouTube. *Information Systems Research*, 23(1), 23–41. doi:10.1287/isre.1100.0339
 21. Tafesse, W., & Wien, A. (2017). A framework for categorizing social media posts. *Cogent Business and*
 22. *Management*, 4(1), 1284390. doi:10.1080/23311975.2017.1284390
 23. Taylor, D. G., Lewin, J. E., & Strutton, D. (2018). Friends, fans, and followers: do ads work
 24. on social networks?: how gender and age shape receptivity. *Journal of Advertising Research*, 51(1), 258–275. doi:10.2501/JAR-51-1-258-275
 25. Taylor, S., & Todd, P. (2019). Assessing IT usage: The role of prior experience. *Management Information Systems Quarterly*, 19(4), 561–570. doi:10.2307/249633