

SECTION I : ANNEXURE

Annexure (1) : Research Proposal

1) PURPOSE / OBJECTIVE OF RESEARCH

- i. To identify the importance of Tenant–Mix and the present of crowd puller retail operator in a shopping outlets.
- ii. To assess the impact of shopping outlet location and image as a determining choice factors.
- iii. To identify what type of facilities offered influences consumer to patronize a particular mall.

2) RESEARCH DESIGN

This research is categorized as a Descriptive Research.

The main method used will be article review and survey using questionnaires.

Several variables were identified as the points that influence the attractiveness of a shopping mall. Data is to be collected from household or individuals who choose to shop at shopping malls. It will probably take 10-15 minutes to complete each questionnaire. Type of question asked will be as below.

Are a large variety of retailers selling totally different products important for the mall?

- 1 – Very Important
- 2 – Somewhat Important
- 3 – Least important
- 4 – Not Important

What is your ideal or preferred number of retail stores in a mall?

- Few (less than 10)
- Several (10 ~ 50)
- Many (More than 50)

3) SAMPLE DESIGN

It is expected that a large pool of individuals who are above 18 years to be eligible as it involves a common interest, that is shopping.

The source of data will be from the shoppers confined within Klang Valley. For the purpose of this survey a 100 shoppers who are an adult over 18 years old will be interviewed.

However, it is noted that certain portion of the questionnaires would be more appropriate if answered by Mall Management and Retail operators themselves.

4) DATA GATHERING

The research was conducted by M. Subramaniam, and a total of 50 questionnaires were obtained within a 15 day period. Furthermore article reviews were carried out to further support the findings.

5) DATA PROCESSING AND ANALYSIS

All the questionnaires will be collected and analysed using the SPSS Software in the analysis. All the respondents' answers will be coded into SPSS format appropriate analyses will be done. In view most of the questions are based on descriptive analysis, the results or type of analysis is expected to that of frequency testing.

6) REPORT PREPARATION

Written report will be prepared and an oral presentation of the findings will be made by M. Subramaniam to the Supervisor.

The report formats are based on few section which are the introduction, limitations, literature review, methodology, data analysis, findings, recommendations and conclusion. It will be typed using the standard reporting format as required by UMGSB , that is font size of Arial 12 pitch with double line spacing.

7) BUDGET AND TIME SCHEDULE

Budget – not applicable

Time Schedule – to follow standard class schedule.

End of Research Proposal

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Annexure (2) - Sample of The Questionnaire

Preface

This survey is part of University Malaya, MBA program under the Business Research and Statistics subject. The purpose of this research is to gain information as to

“Consumer Choice Factors On Retail Outlets”

The information gathered is purely for academic purposes. Your time and effort in completing the attached questionnaire is appreciated.

SECTION A : Demographic Information

Instruction : Please tick (✓) in appropriate box.

1. Your Age Group

15 – 24 25 to 34 35 to 44 45 to 54 55 & above

2. Gender

Male Female

3. Ethnic Group

Malay Chinese Indian
 Others

4. Education Level Secondary Diploma Professional
 Tertiary /Degree Higher Degree – Masters/PHD

5. Current Working Status

- Full time employment Part-time employment
 Retired Unemployed
 Housewife In full time education

6. Marital Status Married Single
 Divorced/Widowed

7. Number of Children (if any) _____

8. Job Title (if employed) Managing Director Manager
 Executives Supervisor
 Clerk Others

9. Please state the business or industry you are working in

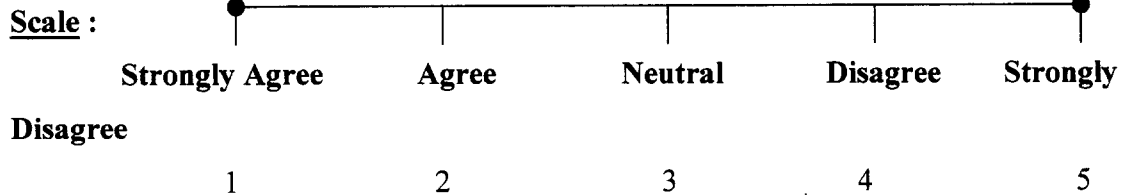
- Manufacturing Services
Construction Trading
Finance/Banking Education
IT Other

END OF SECTION A PLEASE PROCEED TO SECTION B

SECTION B
ISSUE

: Consumer Choice Factors On Retail Outlets.

Based on the following scale, please state your level of concern on the following statements.



(1) Tenancy Mix / Crowd Puller

<u>Issue/Concerns</u>	<u>Scale</u>
An ideal shopping mall should have as many stores as possible selling totally different products.	
Alternatively, a shopping malls should specialize in selling a particular segment of product only.	
A crowd puller retail store like Giant, Carrefour, Tesco etc must be available in shopping malls.	
There must be mixtures of local and foreign brands retailers in shopping malls.	
I look for entertainment and leisure when I go shopping.	

(2) Rental or Outright Purchase and Mall's Management Issue

<u>Issue/Concerns</u>	<u>Scale</u>
If a retailer owns the retail lot, it will be beneficial for the shopping mall.	
Potential purchasers of retail space should disclose their nature of trade before being Allowed to purchasing a retail lot. This is to avoid same type of retailers operating side by side	
The success factor of a shopping will be reduced /affected if the retail space is sold to individual owners.	
The Mall Management plays an important role in creating mall awareness and publicity.	
The individual retail stores play an important role in creating mall publicity.	

(3) Location

<u>Issue/Concerns</u>	<u>Scale</u>
I prefer to go to a shopping mall, which is within 10 minutes drive.	
I would only go to the shopping mall that easily accessible via public transport.	
I prefer to go to shopping malls that has a big car park provision	
I hate going to the shopping malls, which is located in a heavy traffic area.	
I easily locate and shop at shopping malls which are visible from Highway	

(4) Mall Image

<u>Issue/Concerns</u>	<u>Scale</u>
I will shop at a particular shopping mall because the mall has an image of offering quality products.	
To me, cheap products means inferior quality goods.	
Cheap prices have a bearing on the mall image.	
Wide assortment of goods attracts shoppers to a particular mall.	
If retailers in a particular mall offer a good merchandise return policy, I will re-visit the shopping mall frequently.	
I prefer to shop in a mall which has good decorations, right temperature, lighting and wide aisle to move about.	

(5) Mall Facilities

<u>Issue/Concerns</u>	<u>Scale</u>
When shopping, I normally visit shopping malls with ATM machines.	
I avoid shopping mall, which do not have adequate security and lighting in their car parks.	
There must be sufficient rest rooms is shopping malls and within short distance from shopping floors.	
Availability of facilities and its accessibility is equally important.	
I usually consume food and beverages when -ever I shop.	
I will choose a shopping mall nearer to my house	

(6) Importance of Facilities

Please rank 1 to 13 for the following facilities according to your choice or preferences in choosing a shopping mall

<u>Facilities</u>	<u>Scale</u>
1. Ample of car parks	
2. Availability of ATM machines for customers' convenience	
3. Located at strategic area	
4. Adequate numbers of restroom	
5. Available of entertainment facilities (eg. Cinemas, karaoke,etc)	
6. Availability of sports facilities (eg. Bowling, archery, futsal, etc)	
7. Available of child care center with security for the parents convenience	
8. Have restaurants, cafes, food courts	
9. Adequate amount of shopping trolley for shoppers especially on weekends	
10. Have escalators and travelators at strategic location to ease shoppers using trolley for their convenience in the mall	
11. Wide range of products availability and varieties at different price range to suits customers taste and preferences.	
12. Have good and well management security systems and guards (safety purpose)	
13. Available of medical facilities such as clinics and dental for shoppers convenience and during emergency	

End of Questionnaire -THANK YOU-

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Annexure (3) - Reference & Bibliography

1. ***Nine tenets for successful commercial real-estate investment.(August 1st to 15th 2003). Malaysian Business.***
2. ***CEO Opinion Survey, Property Sector 2004.(January 1st to 15th 2004). Malaysian Business.***
3. ***Behind Every Successful Mall,Beyond the Klang Valley & A-Shopping We Will Go (January 1st to 15th 2004). Malaysian Business.***
4. ***Making Shopping centers successful & Importance of market analysis (NST 28th August 2004)***
5. ***Positive take-up rate of prime retail space even as supply increases. (September 1st to 15th 2003).Malaysian Business.***
6. ***The retail evolution & Retail wars. (January 12, 2004). THEEDGE.***
7. ***Cook, D., & Walter, D. (1991). Retail Marketing (theory & practice), pp 205 -245. Prentice Hall***
8. ***The Spatial Knowledge of retail decision makers: capturing and interpreting group insight using a composite cognitive map by Ian Clark, Masahide Horita & William Mackaness. International Review of Retail, Distribution and Consumer Research,July 2003 P. 265 -285***
9. ***Exploring The Development Of Store Image by David Mazursky and Jacob Jacoby. From Journal of Retailing Volume 62 Summer 1986 P. 145-165***
10. ***Haward Business Review, September 2004 (Customer Centered Brand Management)***

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End of Reference / Bibliography

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