

SECTION G:

RECOMMENDATION

- i. Based on the research, it is noted that security features, as a basic facility in shopping centres is gaining more importance. It would merely take one crime to affect the mall's perception. An example is the Bangsar Shopping centre incident, which, for some time, was the talk of the town and this had created a negative perception on Bangsar Shopping Centre. Would female shoppers feel safe now? Mall operators should take heed of this and enhance security features like more lighting at parking zones. Further more the usage of glass panel dividing car parks and building should be increased. Additional security guards should be deployed to these arrears. Perhaps the introduction of some selective shopping items can be promoted at car parks areas. This may include car care products, car wash, sale of heavy and or bulky equipments/goods which can be purchased and easily moved into the car located on the same zone etc

- ii. Customers preference is highly concentrated in adequate car parks. Most of the larger shopping malls are in the process or have recently completed additional annexures to their existing shopping centres. This includes One-Utama, Mega Mall, Sunway Pyramid etc. However, they should also focus in increasing their car park facilities. It is one thing to drive on a congested road and another to face an accessibility problem to the shopping mall coupled with parking congestion inside a mall. This problem is evident is several shopping centres.

- iii. A third recommendation is the implementation of a more liberal merchandise return policy. Presently this is rather weak and several conditions are imposed and the process of getting a refund or replacement can be a tiresome and annoying experience for many.