

ANALYSE HOW SHOPPING CENTRE MANAGEMENT AFFECTS HUMAN RESOURCE UTILISATION

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ABSTRACT

When it comes to marketing management, most important and well-studied idea is that of a happy client base. While it comes to attracting new customers, keeping old ones around, and building successful online businesses, nothing is more crucial than the satisfaction that shoppers feel when making purchases from their favorite stores. The connection between consumers' expectations and their experiences is closely tied to the level of customer happiness. A corporation has acquired this status when its services consistently meet or exceed their customers' expectations. Researching what makes consumers happy is crucial since the results can be used to gauge the company's growth and success and provide the basis for future strategic choices. The fundamental goal of a great much research has been to identify the factors that lead to happy clients.

Keywords: Marketing Management, Development, Online Retailers.

1 INTRODUCTION

Although some studies have a more holistic perspective towards commercial buildings, others zero in on certain aspects of shopping centers that face unique obstacles. These aspects may include supermarkets, warehouses, retail structures, or concerns pertaining to management. Several studies show the need for more innovations, despite the fact existing sustainability programs and legislation are lowering energy consumption, greenhouse gas emissions, trash, and chemical usage respectively. The scientific research pertaining to the decrease of energy consumption in shopping centers may be categorised into three different themes. The bulk of the work has been concentrated on heating, ventilation, and air-conditioning, systems, as well as operation and control difficulties. The second area is the analysis of how well one can assess and gauge their level of thermal comfort. Last but not least, there are not nearly enough studies that concentrate on building and architectural design. Urban designers, urban designers, and city center administrators are using the notion of reducing crime through environmental design, often known as CPTED, in an effort to combat criminal activity and the dread of becoming a victim of criminal activity. According to the principles of CPTED, "the efficient system of the use of the building sector may contribute to a decrease in the fear of crime and the occurrence of crime, as well as an enhancement there in quality of life." reviewed the most important discoveries made by the CPTED researchers. This in-depth analysis. An evolving kind of the huge public structure known as the shopping center is now being constructed in several locations throughout China. It is a single structure that houses a variety of establishments, including retail stores, restaurants, and entertainment venues. According to the most recent available statistics, the total building area of commercial areas that include huge shopping malls will be very close to 100 million square meters by the year 2019. Large shopping malls, in comparison to other kinds of public buildings, often have a greater need for additional cooling capacity, which results in a higher overall energy usage. The growing construction of major retail complexes is driving up the amount of energy that must be used by air conditioning systems. As a result, it is essential to locate practical means through which energy

performance might be improved (Brown, 2008).

The Fire Department needs to locate a fire station, while a bank may want to strategically place its branches to attract more customers. However, many site selections are based on simple calculations, historical experiences, or personal preferences. The harder aspects may employ computational and numerical tools. These methods are not consumer-friendly, especially when presenting results to management. Information technology lets geospatial data manage both physical and non-spatial data. GIS specialised on data implementation, coordination, querying, processing, and visualisation. Geographic Information Systems can create themed maps of demographic, housing, & economic statistics utilising spatial & non-spatial data. Thematic maps are online (Alves, 2016).

2 PROBLEM STATEMENT

“Shopping Centres must continuously improve and change in order to keep up time. As with any division of a retail business HR management should plan for the long-term and implement strategies which are conducive with the evolving times.”

Human resource specialists, using HR knowledge management, may play a more strategic role in the business, as stated in a study by Setiawan (HRIS). HRIS are being adopted by businesses of all sizes as a result of their higher functionality and lower cost. It is unclear at this time how HRIS affects HR professionals as a whole, or whether deployment varies significantly among businesses of various sizes. Professionals with expertise in human resources management, management effectiveness, and labor & employee relations are highly valued. Strategic human resource management has been very effective because it has established a connection between organisational performance and HR strategy, showing that the investment in human capital has paid off. These approaches, sometimes known as full or high-performance systems, often consist of a unified group of human resource practices designed to foster competence, participation, and accountability among workers. (Hussain, 2007).

3. BACKGROUND OF THE STUDY

Retailers utilise a wide range of strategies, including recognition programmes, incentive programmes, and other forms of financial compensation, to retain their employees. In recent years, there has been an increase in the prevalence of workplace programmes that provide financial and non-financial rewards to workers. Retailers such as PRIL have created programmes like the Top Performer of a Month and also the Effective Improvement Reward Kit. These incentives have the potential to improve performance at all levels of an organisation, from individuals to teams to the whole enterprise; they may also be used to recognise and reward outstanding achievement by members of staff and to correct inappropriate actions (Sultana, 2014).

Starling argues that an organization's course is placed by the efficiency with which its human resources department puts into action the policies decided upon by upper management. There is continuous two-way contact between managers and senior environment (consumers, other stakeholders). Consequently, they are the most effective representatives of any given business.

The reputation of a firm may be greatly affected by the behaviour of its employees in dealing with clients and the general public. Two other crucial tasks in management are performed by humans. Staff who are always present on the ground are critical for top management to stay abreast of changing market conditions and customer preferences. The ensuing policies are more considerate of the planet as a whole. When the management has formulated policies, they need the assistance of the staff to put them into action. Those who want to help the company succeed must follow the rules they've set in place and do so at the workplace (Bhaskar, 2012).

4. LITERATURE REVIEW

Walton asserts that high-commitment management involves (a) a business's view of employees as assets to be developed rather than reusable elements of production, & (b) specific personnel practices like employee training, job flexibility, predicament groups, collective efficacy, and minimal status differences. A precise definition of top execs will (a) limit the set of practices to those that affect the company commitment and (b) assume that these practices only improve things because they affect commitment. These points also assumed that these practices only affect performance because of organisational commitment. If one loosely interprets this statement, it will include all exercises either envisioned to influence devotion or related to companies known to reject Taylor's scientific ideas, not just those shown to affect devotion. It would also demonstrate how learning and growth improve performance beyond organizational culture. Organizational commitment includes many attitudes and orientations. These sentiments and sexualities encourage change and innovation, business and performance consciousness, strong group awareness, focus on others' roles, and teamwork. uses "elevated management" more expansively and is strongly influenced by U.S. corporations cutting advances to leave Taylorism. He likes job design. Walton's presentation focused on commitment but rising practices could affect the results by affecting employees' capacities (Cheng, 2005).

It American Marketing Association modified its marketing concept to emphasise the importance of long-term consumer relationships. British American Marketing Association considers marketing "a business process and a collection of methodologies for producing and providing value to customers" (AMA). Their website defines branding this way. Customer relationship management should benefit both the organisation and its stakeholders. This must benefit both parties. Stakeholders include employees, consumers, distributors, media, government leaders, and some other organisations having a real stake. The company should develop a complete marketing plan with several goals. Marketing operations require knowledge of the promotion mix and connectivity principles (Chen, 2006).

5. METHODOLOGY

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 1177; 1350 questionnaires were distributed; 1280 were returned; and lastly, 80 questionnaires were rejected owing to incompleteness of the questionnaire. The study included 1200 people as respondents . Using random sampling, all respondents were approached for the survey.

Study Area: The study was conducted in shopping malls. The study sites were chosen because of Effective Utilization of Human Resource in Shopping Center Management.

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.

The questions from 1-17 follow the Likert scale mentioned above and it provides us with the shopping malls, to predict the establishment of brand equity.

Sample: Data for the study was collected collection method and interview. Sample Size calculated through Rao-soft software was 1200, total 1350 questionnaires were distributed, out of which 1280 questionnaire were received back, and 80 questionnaires were rejected because they were incomplete. The final number of questionnaires used for study is 1200 with 624 females and 576 males respectively.

Statistical Software: MS-Excel and SPSS 25 will be used for Statistical analysis.

6. THEORETICAL FRAMEWORK



7. RESULTS

FACTOR ANALYSIS

Confirming the latent component structure of a collection of measurement items is a common utilisation Factor Analysis (FA). The scores on the observable (or measured) variables are thought to be caused by latent (or unobserved) factors. Accuracy analysis (FA) is a model-based method. Its focus is on the modelling of causal pathways between observed phenomena, unobserved causes, and measurement error.

The data's suitability for factor analysis may be tested using the Kaiser-Meyer-Olkin (KMO) Method. Each model variables and the whole model are evaluated to see whether they were adequately sampled. The statistic measures the potential shared variation among many variables. In general, the smaller the percentage, the better the data will be suitable to factor analysis.

KMO gives back numbers between 0 & 1. If the KMO value is between 0.8 and 1, then the sampling is considered to be sufficient.

If the KMO is less than 0.6, then the sampling is insufficient and corrective action is required. Some writers use a number of 0.5 for this, thus between 0.5 and 0.6, you'll have to apply your best judgement.

- KMO Near 0 indicates that the total of correlations is small relative to the size of the partial correlations. To rephrase, extensive correlations pose a serious challenge to component analysis.

Kaiser's cutoffs for acceptability are as follows:

Kaiser's cutoffs for acceptability are as follows:

A dismal 0.050 to 0.059.

- 0.60 - 0.69 below-average

Typical range for a middle grade: 0.70–0.79.

Having a quality point value between 0.80 and 0.89.

The range from 0.90 to 1.00 is really stunning.

Table 1: KMO and Bartlett's

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

EFA begins with a validation of the data's appropriateness for factor analysis. Regarding this, Kaiser suggested that factor analysis only be conducted if the KMO (Kaiser-Meyer-Olkin) indicator of sample adequacy coefficient value was larger than 0.5. It has been determined that the KMO value for the data used in this investigation is .870. Additionally, a significance level of 0.00 was found using Bartlett's test of sphericity.

Table 2: Descriptive Sum

Descriptive							
Sum							
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimu m	Maximu m

			n		Lower Bound	Upper Bound		
1.00	4	17.250 0	.50000	.25000	16.454 4	18.045 6	17.00	18.00
1.33	1	25.000 0	25.00	25.00
1.67	1	32.000 0	32.00	32.00
2.00	7	34.000 0	.00000	.00000	34.000 0	34.000 0	34.00	34.00
2.67	4	41.750 0	4.78714	2.3935 7	34.132 6	49.367 4	38.00	48.00
3.00	1	49.000 0	49.00	49.00
3.67	1	68.000 0	68.00	68.00
4.00	16	68.000 0	1.36626	.34157	67.272 0	68.728 0	65.00	70.00
4.33	4	71.250 0	.95743	.47871	69.726 5	72.773 5	70.00	72.00
4.67	6	78.833 3	2.99444	1.2224 7	75.690 9	81.975 8	76.00	83.00
5.00	55	85.000 0	.00000	.00000	85.000 0	85.000 0	85.00	85.00
Tota 1	10 0	71.690 0	20.12120	2.0121 2	67.697 5	75.682 5	17.00	85.00

For dependent variable (Shopping center management), the descriptive output gives the sample size, mean, standard deviation, minimum, maximum, standard error, and confidence interval for each level of the (quasi) independent variable. In this study, respondents who responded for training and development, and their mean was 71.6900, with a standard deviation of

20.12120.

Table 3. ANOVA Sum

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39936.307	10	3993.631	2449.855	.000
Within Groups	145.083	89	1.630		
Total	40081.390	1199			

In this study, the result is significant. The value of F is 2449.855, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means the “H2: There is a significant relationship between training and development and ideal shopping center management.” is accepted and the null hypothesis is rejected.

8. CONCLUSION

The four hypotheses were tested next. A t-test for sample data confirmed our theory. To determine whether Shopping Center Management Human Resource Utilization differs, an independent samples ANOVA was used. Throughout the test, shopping, convenience, entertainment, and ambience were not significantly different between the two groups. Even with various groups, the result was the same. Since residents and visitors did not vary statistically, we examined demographic characteristics as age, gender, and visiting frequency. The findings showed that shopping center satisfaction varied with age. Over-60s rated shopping, accessibility, sports, and ambience higher. Teens and young adults (under 18) had much lower retail and ambience means. Hong Kong's core business area could be better for seniors. It may also imply that today's young are angry, unhappy, and harder to please than prior generations. This research incorporates location marketing, location attractiveness, city center attractiveness, and retail literatures to examine city center attraction. Shopping, entertainment, events, and atmosphere all contributed to city center desirability. Shopping may be less important than other variables.

LIMITATIONS

Since cross-sectional studies only provide a glimpse in time, they are challenging to analyse. As a consequence, it is impossible to demonstrate cause and effect. Adapting Human Resource Management to Shopping Centers The findings supports employee performance as a predictor variables. In the future, researchers may use longitudinal data to understand more about the relationships between these components. Additionally, only senior-level executives were

included in the poll. As a result, the researcher needs to be cautious about any bias as our approach can introduce into the data. More study of the capacity expansion model using secondary data is required. Researchers have been urged to carry out more investigations to confirm the results and carry out more thorough analysis of the relationships. Working with a small sample may make making judgements more difficult for researchers. The size of the influence they are examining will determine how serious this issue really.

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