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AN APPRAISAL ON THE MINES SHOPPING FAIR
COMPLEX ENVIRONMENT AND ITS' INFLUENCES ON
CUSTOMER TRAFFIC FLOW

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Abstract

In a time when retailers are finding it increasingly difficult to create a differential advantage on the basis of merchandise, price, promotion and location, the store or shopping complex / mall itself becomes a fertile opportunity for market differentiation and factors for attraction.

Retailers spend millions of dollars each year designing building and refurbishing the shopping complex. With the growth of the shopping complex industry, shopping complex developers have become potent forces shaping image, design atmosphere, landscapes and influencing the daily lives of many hundreds of millions of consumers.

This thesis is an appraisal to look upon whether complex environment (image, atmosphere, decor and events) can influences on customers traffic flow at The Mines Shopping Fair.

In this study, questionnaires has been distributed and consumers were interviewed in The Mines Shopping Fair complex areas. The Mines Shopping Fair are located at Sri Kembangan, Serdang, Selangor. Approximately 100 respondents from various races, age, occupation and lifestyle that visit these shopping complex were completed sets of questionnaire provided.

As determine by factor analysis, the finding indicated that majorities come to TMSF are Male and Chinese are the highest race that like to come to TMSF.

Beside that we can see that majorities customer stated that its not their first visit to TMSF and most of them like to come back because of their past experience and also because of convenience.

It also indicated that the levels of complex environment at TMSF are excellent. These can affect in an increased of customers frequent to visit. More higher for the rate given by customers toward TMSF level of complex environment, more frequent customers will come to this complex.

Beside that, by using Pearson's Correlation we can see that just one alternative hypothesis been accepted, where there is significance correlation between mean score influences of events/decor themes with customers traffic flow. These mean, attractive events/ decor themes will influence customers to come to TMSF.

From this, the management can take alternative or use this opportunity to maintain and to improve their complex events and other special activities. Other than that, management also has to focused on to provide greater shopping experience and excitement by up-grading their facilities, services, quality of shop lots, their image and appearance on what other aspects that customers can make a good perceive to them. All of these should be utilised all of customer needs and wants in order to attract them to come to TMSF.