CURRENT TRENDS IN SHOPPING MALLS: BASIS FOR FUTURE MARKETING PLANS AND PRODUCT IMPLEMENTATION OF THE COLLEGE OF BUSINESS MANAGEMENT AND ACCOUNTANCY ENTREPRENEURSHIP STUDENTS OF LAGUNA STATE POLYTECHNIC UNIVERSITY – STA. CRUZ CAMPUS

Rozalle H. Palacol MBA,

Abstract— This research focused on the current trends in shopping malls as a basis for future marketing plans and product implementation of the College of Business Management and Accountancy (CBMA) Entrepreneurship students of Laguna State Polytechnic University – Sta. Cruz Campus (LSPU – SCC) were dealth on. The descriptive method of research was used in this study to gather the necessary data and information on the current trends shopping malls as a basis for future marketing plans and product implementation. Input variables on the current trends in shopping malls in terms of building structure, information technology, store zoning, customer service and ambiance. On the marketing plans in shopping malls in terms of price, product, place and promotion. And on the product implementation in terms of awareness, product development, production target and sales. The goal of the researcher is to describe the current trends in shopping malls in relation to marketing plan and product implementation. The Entrepreneurship students of the College of Business Management and Accountancy are the recipients in the implementation of their products.

Index Terms— current trends, shopping malls, product implementation, marketing plans

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1 INTRODUCTION

Shopping has always been very fun, enjoyable and it is also one way of family gathering. There are lot of places to shop and we list them according to category and company for our convenience. In choosing where to shop, it all depends on what we intend to buy and our budget. One of the many things that make Filipinos unique is their desire for shopping. After they get their salary, they always make it a point to drop by a nearby mall to get souvenirs and buy for "pasalubong" for their loved ones at home. Spend their time relaxing to mall cafe or when they feel a bit glum and pamper themselves with some retail therapy.

Nowadays one of the global market main challenges for shopping mall industry is the intense competition between the shopping mall both in the same region and also in the different regions as well. This competition becomes more intense because the shopping mall not only competes with the other shopping malls but also with the other shopping centers. They have to compete with the indirect competitors and the stores layout and design such as department stores, permanent stores and kiosks.

Another challenge of shopping mall is the changing of consumer market. Spurred by several demographic and lifestyle trend, costumers have become a diverse market. The understanding for the need and characteristics of each customer segment gives the advantages for management of shopping malls in designing appropriate marketing strategies in order to attract potential customers to increase their traffic foot counts and at the same time increasing their tenants.

The Philippine retail industry is seeking new trends as both local and international brands continue to expand in our country. The new concept of "retail-tainment" is now being used by developers to give Filipino shoppers the overall shopping experience. This concept is a result of understanding the primary interests and needs of tenants and consumers. Incorporating food courts, cinemas, children's' playground and pet parks into the shopping malls.

According to Rick Santos, President, Chairman and Chief Executive of Chemical Biological Radiological and Explosive (CBRE) Philippines, the retail market in the Philippines has, and still continues to mature [21]. Filipinos are now after the overall retail experience, choosing malls and outlets that give them the power of choice whether in food and beverage, clothing and the like. It also helps that developers allows the interest of the tenants and consumers to meet by giving them a convenient place to stay in, unwind and shop.

Marketing research is the process or set of processes that links the producers, customers and end users to the marketer through information. Information used to identify and define marketing opportunities and problems, generate, refine and evaluate marketing actions; monitor marketing performance and improve understanding of marketing as a process. Specifies the information required to address these issues, designs the method for collecting information, manages and im-

plements the data collection process, analyzes the results, and communicates the findings and their implications. It is the systematic gathering, recording and analysis of qualitative and quantitative data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behavior.

There are instances when product and services decisions have to made by owners and consumers. It is a very important for both to be aware of the different factors affecting the current trends they are implementing at present and what will be their marketing research plans.

This research is to determine the current trends in shopping malls as a basis for future marketing plans and product implementation of the College of Business Management and Accountancy (CBMA) Entrepreneurship students.

Sunstar Mall is located at National Road, Brgy.Gatid, Sta. Cruz, Laguna in the Provincial Capitol of Sta. Cruz. It is within Capitol Ville Subdivision with 14-hectare master-planned residential development with complementary commercial and institutional elements envisioned to be the new business and transport hub of Sta. Cruz, Laguna. The emerging business adjacent to a proposed multi-modal transport terminal site that will service nearby towns and provinces.

Features a complete line of food, retail, services and entertainment establishments. High quality development to provide maximum customer comfort and convenience. Proximity to various commercial and institutionalized developments, dynamic management style and efficiently maintained facilities.

In over two decades of proven dynamic integrity and commitment, the AREZA GROUP OF COMPANIES (AGC) built its undisputed pillar of reputation as a major and formidable player in the world of dealership in the automotive industry. The Areza Motor Sales is a multi-brand sales company in the corridors of the provinces of Laguna, Cavite, Batangas, Quezon, Mindoro and Palawan.

Established in 2004, Areza Development and Marketing Corporation (ADMC), is a strategic and logistical arm of AGC that is engaged in real estate. Its very unique type of creation, the "Leasing and Co-location Revenue Sharing Business Model (LCRSBM)", demonstrate a private-public-partnership as a One-Stop-Shop under one roof that operates like the Land Transportation Office (LTO)-related services; with a mechanism that provides speedy services for its public clienteles.

AGC also has emerged as a successful builder of one of the biggest malls in Southern Luzon- the CLA Town Center Mall and Condotel. CLA's Mall presence in the tourism heartland of Pagsanjan and neighboring towns and cities, changing Laguna's commercial landscape and business climate; bringing to the public the comfort of fine living within their reach. This includes not only supermarkets, department stores, fast-food chains, but also residential, condo units and as well as a resort for recreational facilities and others.

2 OBJECTIVES

The purpose of the study is to determine the current trends in shopping malls as a basis for future marketing plans

and product implementation of the College of Business Management and Accountancy (CBMA) Entrepreneurship students of Laguna State Polytechnic University – Sta. Cruz Campus (LSPU – SCC).

Specifically, this research intends to describe the current trends in shopping malls in terms of Building structure, Information technology, Store zoning, Customer service and Ambiance as well as to describe the marketing plans in shopping malls in terms of Price, Product, Place and Promotion. Furthermore, it also intends to describe the product implementation in terms of Awareness, Product development, Production target and Sales as well as to determine if there is a significant relationship on the current trends in shopping malls in terms of Marketing plan and Product implementation.

Moroever, the researcher also intends to provide a marketing plan and create product implementation processes base on the results of the study.

3 METHODOLOGY

The descriptive research was used in this research. According to Shield (2013), is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how when/why the characteristics occurred. The characteristics used to describe the situation or populations are usually some kind of categorical scheme also know as descriptive categories.

The instrument used in the collection of the data was questionnaire which focused to determine the current trends of shopping malls in relation to its marketing plans and product implementation. In the mentioned questionnaire, a five-point rating scale was used to describe the currents trends by shopping malls to determine its relationship to marketing plan and product implementation.

For problem 1, 2 and 3, the weighted mean and standard deviation was used to determine on how respondents describe the current trends in terms of in terms of building structure, information technology, store zoning, customer service and ambiance; to describe the marketing plans in shopping malls in terms of price, product, place and promotion; to describe the product implementation in terms of awareness, product development, production target and sales.

For problem 4, the Pearson-Product Coefficient was used to determine if there is a significant relationship on the current trends in shopping malls on the following areas of marketing plan and product implementation.

4 LITERATURE REVIEW

Shopping malls play an important role in a retail sector and these malls have been in existence for more than 90 years. They have adapted to new designs and tenant varieties to meet the changes in consumers' needs, desires, values, and lifestyles [1]. [2] point that there are different types of shopping malls, namely, convenience shopping mall, neighborhood shopping mall, community shopping mall, regional

shopping mall and super-regional shopping mall. In this study, a regional shopping mall was of the primary focus. Regional shopping mall is defined by having two or four major tenant stores in a building and with the floor area between 250,000 to 800,000 square feet. This shopping mall offers business products, domestic appliances, a variety of services and entertaining equipment [2]. Shopping malls are characterized as venues that provide a comfortable shopping experience and have turned into social centres and recreational and entertainment facilities for various activities [1].

Therefore, it becomes imperative to understand visitors' reasons for visiting shopping malls and activities they engage in during their mall visits. Understanding the consumers' reasons for visiting shopping malls could assist in the segmentation of these consumers which will provide valuable input into the development of marketing communications strategies to attract more consumers to visit the shopping malls, and further increase their frequency of visit at the mall, specifically Kolonnade Shopping Centre. Kolonnade Shopping Centre is located in Montana Park, Pretoria which is the capital city of regional shopping mall is considered to be one of the most successful shopping malls in Gauteng province. It has 155 tenants ranging from all the major fashion stores, nationals and specialty stores. This is also one of the few shopping malls with both Dion Wired and Game under one roof. Kolonnade Shopping Centre's entertainment area includes Mega Magic Company, Ster-Kinekor, Bingo and a bowling alley [3].

Consumers' behavior at the shopping malls and this research suggests that convenience as a shopping mall attribute has the largest impact on selecting which shopping mall to visit [4]. The availability of a wide selection of products at the shopping malls can reduce the perceived costs (for example, travel time and effort taken) associated with each shopping trip and ease the shopping task. [5] explored on the shopping mall visitors' behavior at the malls in Egypt, this study pointed that shopping mall visitors may visit the shopping mall as they consider it to be a safe place because of security measures.

Moreover, the shopping is an important activity of consumers' lives and it is continually changing, making the investigation and understanding of this field important in order to create a pleasant shopping experience and achieve customers' satisfaction. The study of consumer behaviour is not recent. Since the 1950s, the rational and emotional contexts of consumption have been studied. Several shopping classifications were proposed, shaping a number of motives into two forms, namely, hedonic and utilitarian shopping motivations. Shopping motivations have been researched in consumer shopping behaviour over the past [6].

The competition in the retail environment requires shopping mall managers to find better ways to attract shopping mall customers. To achieve this goal, it is necessary to determine the shopping malls customers' satisfaction level and their level of loyalty towards the mall. The study focused at one of regional shopping malls located in South Africa, in the City of Tshwane, namely, Kolonnade Shopping Centre. The next section presents theoretical background and literature review on previous studies on shopping malls.

Outsourcing mechanism for marketing plans in small and medium-sized enterprises (SMEs) using knowledge sharing. SMEs may not be able to establish a marketing department due to operational expenditures. Therefore, organizing a marketing agency to handle marketing concerns of SMEs is significant. First, SMEs are clustered regarding their activity area, products, services, and etc [7]. Then, for SMEs in a same cluster, the marketing agency should collect the required information to process marketing actions. The challenge is how to gather and deposit information in common among SMEs in a cluster. Knowledge sharing is one of the stages of knowledge management helping to distribute information among elements of a system. Thus, the process of knowledge sharing is investigated in outsourcing marketing activities. Accordingly, a questionnaire was prepared based on research hypotheses [9]. After confirmation of validity and reliability, the questionnaire was given to managers and employees of furniture companies in Tehran province, Iran.

According to the statistical sample of the research, descriptive statistics, and inferential statistics were analyzed. Descriptive statistics were used to describe the demographic characteristics of respondents. The inferential statistics, Kolmogorov-Smirnov test was used first for the test of normality of data [8]. Considering normality of the data, T-student test was used to obtain the relationship between variables. Finally, the results of the research showed that there is a positive and significant relationship between outsourcing marketing in SMEs using knowledge sharing. Therefore, it is suggested that SMEs pay particular attention to outsourcing their marketing activities using knowledge sharing [10].

5   DISCUSSION

Table 1. Mean and Standard Deviation of Current Trends in Shopping Malls in terms of Building Structure

INDICATOR	MEAN	SD	INTERPRETATION
1. Over-all building design	4.59	0.650	STRONGLY AGREE
2. Mall facilities meet your needs and standards	4.67	0.583	STRONGLY AGREE
3. Image of the building	3.75	0.677	AGREE
4. Typical working conditions in your lease area	3.60	0.610	AGREE
5 . Quality of lighting in your work area	3.91	0.591	AGREE
OVERALL MEAN	**4.10**		**AGREE**

The respondents describe the current trends in shopping in terms of building structure was very good with an overall mean of 4.10 as agreed by the respondents. The overall building design, mall facilities meet their needs and standards, image of the building, typical working conditions in the lease area and quality of lighting in their work area.

Table 2. Mean and Standard Deviation of Current Trends in Shopping Malls in terms of Information Technology

INDICATOR	MEAN	SD	INTERPRETATION
1. Social media help the tenants and customers in promoting their products	3.99	0.610	AGREE
2. Concern about the continued resources that would maintain a successful social media profile	4.53	0.655	STRONGLY AGREE
3. Does not have access to update hardware or software to use social media effectively	4.81	0.561	STRONGLY AGREE
4. Able to reach tenants and customers needs through other means without the use of social media	4.51	0.590	STRONGLY AGREE
5. Post and read messages on facebook, instagram or some other social media site	3.91	0.674	AGREE
OVERALL MEAN	**4.35**		**AGREE**

The current trends in shopping in terms of information technology in terms of Social media help the tenants and customers in promoting their products 3.99 (SD= 0.610); Concern about the continued resources that would maintain a successful social media profile 4.53 (SD = 0.655); Concern about the continued resources that would maintain a successful social media profile 4.81 (SD = 0.561); Able to reach tenants and customers needs through other means without the use of social media 4.51 (SD = 0.590) and Post and read messages on facebook, instagram or some other social media site 3.91 (SD 0.674).

The overall mean rating was 4.35 as manifest by the respondents' response that the current trends in terms of information technology found out to be in great importance.

Table 3. Mean and Standard Deviation of Current Trends in Shopping Malls in terms of Zoning

INDICATOR	MEAN	SD	INTERPRETATION
1. Published set guidelines for zoning of kiosk or store	3.91	0.588	AGREE
2. Issue advance notice for the transfer of location	3.80	0.674	AGREE
3. Each floor has a specified posting in the lease contract	3.71	0.591	AGREE
4. Significant portion of the space devoted for events	3.64	0.595	AGREE
5. Distribution of anchored and branded tenants are located in the ground floor.	3.50	0.692	AGREE
OVERALL MEAN	**3.71**		**AGREE**

The respondents describe the current trends in shopping malls in terms of zoning was very good with an overall mean of 3.71 as agreed by the respondents. The published set guidelines for zoning of kiosk or store, issue advance notice for the transfer of location, each floor has a specified posting in the lease contract, significant portion of the space devoted for events and distribution of anchored and branded tenants are located in the ground floor.

With the right planning and design mall can have a better chance of achieving an organized approach in planning their tenants in different locations.

Table 4. Mean and Standard Deviation of Current Trends in Shopping Malls in terms of Customer Service

INDICATOR	MEAN	SD	INTERPRETATION
1. Management is responsive to your concerns or queries	4.69	0.555	STRONGLY AGREE
2. Help resolve particular difficult issue	4.67	0.570	STRONGLY AGREE
3. Supportive with their problem and handle the situation properly	4.78	0.689	STRONGLY AGREE
4. Change customers' emotions from	3.59	0.516	AGREE

INDICATOR	MEAN	SD	INTERPRETATION
frustration to comfort			
5. Provide suggestion box in the area	3.54	0.700	AGREE
OVERALL MEAN	**4.25**		**AGREE**

The indicators for the current trends in shopping malls in terms of customer service with an overall mean rating of 4.25. Management is responsive to your concerns or queries with a mean of 4.69 (SD = 0.555); Help resolve particular difficult issue with 4.67 (SD = 0.570); Supportive with their problem and handle the situation properly with 4.78 (SD = 0.689); Change customers' emotions from frustration to comfort 3.59 (SD 0.516) and Provide suggestion box in the area with 3.54 (SD = 0.700).

Table 5. Mean and Standard Deviation of Current Trends in Shopping Malls in terms of Ambiance

INDICATOR	MEAN	SD	INTERPRETATION
1. The mall premise is clean and hygienic	4.74	0.519	STRONGLY AGREE
2. Comfortable sitting were provided for the convenience of the customers	4.67	0.600	STRONGLY AGREE
3. Products, services and food dine in are available	4.78	0.602	STRONGLY AGREE
4. Ventilation and air conditioning are always in good condition	3.59	0.511	AGREE
5. Peace and order are handled by the security	3.54	0.648	AGREE
OVERALL MEAN	**4.27**		**AGREE**

The respondents describe the current trends in shopping in terms of ambiance was very good with an overall mean of 4.27 as agreed by the respondents. The mall premise is clean and hygienic, comfortable sitting were provided for the convenience of the customers, products, services and food dine in are available, ventilation and air conditioning are always in good condition and peace and order are handled by the security. Providing a complete and memorable experience is what helps the shopping malls to achieve an ambiance enjoyed by customers.

Table 6. Skills or Competencies Found Very Useful in Employment

INDICATOR	MEAN	SD	INTERPRETATION
1. Price is affordable and reasonable	4.51	0.555	STRONGLY AGREE

INDICATOR	MEAN	SD	INTERPRETATION
2. Price is acceptable and increase patronage	3.67	0.570	AGREE
3. Price commensurate with the customers perceived value of the product	4.72	0.689	STRONGLY AGREE
4. Increase sales and traffic count after each activity	3.55	0.516	AGREE
5. Able to reach a wider target market through multiple pricing	3.78	0.700	AGREE
OVERALL MEAN	**4.05**		**AGREE**

The indicators for the marketing plan in shopping malls in terms of price with an overall mean rating of 4.05. Price is affordable and reasonable 4.51 (SD = 0.555); Price is acceptable and increase patronage 4.72 (SD = 0.570); Price commensurate with the customers perceived value of the product 4.72 (SD = 0.689); Increase sales and traffic count after each activities was 3.55 (SD = 0.516) and Able to reach a wider target market through multiple pricing 3.78 (SD = 0700). The overall mean of the respondents was 4.05. With the appropriate pricing in place, they can offer options for the customers that fit their budget, while at the same time influencing customers with more premium offerings give enough benefit that their extra price is just.

Table 7. Mean and Standard Deviation of Marketing Plan in Shopping Malls in terms of Product

INDICATOR	MEAN	SD	INTERPRETATION
1. Variety of product offerings helped improved sales	4.90	0.670	STRONGLY AGREE
2. Wastages of the products are minimized	4.67	0.558	STRONGLY AGREE
3. Achievement of customer satisfaction in terms of product quality	4.78	0.701	STRONGLY AGREE
4. Products are suited to the taste of the consumers	3.59	0.581	AGREE
5. Product features and design were highlighted by the	3.54	0.623	AGREE

marketing strategies			
OVERALL MEAN	**4.30**		**AGREE**

The respondents describe the marketing plan in shopping malls in terms of product was very good with an overall mean of 4.30 as agreed by the respondents. Indicators such as variety of product offerings helped improved sales; wastages of the products are minimized, achievement of customer satisfaction in terms of product quality, products are suited to the taste of the consumers and product features and design were highlighted by the marketing strategies.

The respondents agree that marketing plan of shopping malls in terms of product attributes to customers because this will determine customer needs and competitive pressures. The proper positioning of the product is an important element for the customers to prefer over the other competitor's products.

Table 8. Mean and Standard Deviation of Marketing Plan in Shopping Malls in terms of Place

INDICATOR	MEAN	SD	INTERPRETATION
1. Promote accessibility and convenience	3.50	0.670	AGREE
2. Established marketing strategies in terms of visibility	3.77	0.558	AGREE
3. Increase in the product demand resulting in the improvement of distribution of goods	3.81	0.701	AGREE
4. The marketing activities implemented increase customer traffic	3.54	0.581	AGREE
5. Improvement in the customer awareness in the exact location of the store	3.60	0.623	AGREE
OVERALL MEAN	**3.64**		**AGREE**

The indicators for the marketing plan in shopping malls in terms of place with an overall mean rating of 3.64. Promote accessibility and convenience 3.50 (SD = 0.670); Established marketing strategies in terms of visibility 3.77 (SD = 0.558); Increase in the product demand resulting in the improvement of distribution of goods 3.81 (SD = 0.701); Market-

ing activities implemented increase customer traffic with 3.54 (SD = 0.581) and Improvement in the customer awareness in the exact location of the store with 3.60 (SD = 0.623). Place is a very important aspect to fully maximize the profit.

Table 9. Mean and Standard Deviation of Marketing Plan in Shopping Malls in terms of Promotion

INDICATOR	MEAN	SD	INTERPRETATION
1. Store location create awareness and conviction to buy	3.63	0.702	AGREE
2. Marketing strategies was able to increase the retail trade area	3.68	0.614	AGREE
3. Personal selling was able to increase loyal and satisfied customers	3.55	0.635	AGREE
4. Word of mouth advertising of satisfied buyers attracts new customers	3.91	0.578	AGREE
5. Product display creates awareness and conviction	3.64	0.574	AGREE
OVERALL MEAN	**3.68**		**AGREE**

The respondents describe the marketing plan in shopping malls in terms of promotion was very good with an overall mean of 3.68 as agreed by the respondents. The store location creates awareness and conviction to buy, marketing strategies was able to increase the retail trade area, personal selling was able to increase loyal and satisfied customers, word of mouth advertising of satisfied buyers attracts new customers and product display creates awareness and conviction. Promotion play a very important role for the tenants and strong set of promotional strategies in these shopping malls can help in positioning the company and the customers.

Table 10. Mean and Standard Deviation of Product Implementation in Shopping Malls in terms of Awareness

INDICATOR	MEAN	SD	INTERPRETATION
1. Advertisement	3.85	0.580	AGREE

create impact to con-sumers and increase demand of the prod-uct			
2. Marketing activi-ties aimed in increas-ing brand choice	3.76	0.512	AGREE
3. Events sponsor-ship creates brand attitudes and prod-uct use	3.77	0.622	AGREE
4. Use of websites and marketing activi-ties influence prod-uct review and as-sessment	4.64	0.670	STRONGLY AGREE
5. Advertising build to sell products and services	4.78	0.560	STRONGLY AGREE
OVERALL MEAN	4.12		AGREE

The indicators for the product implementation in shopping malls in term of awareness with an overall mean rating of 4.12. Advertisement create impact to consumers and increase demand of the product 3.85 (SD = 0.580); Marketing activities aimed in increasing brand choice 3.76 (SD = 0.512); Events sponsorship creates brand attitudes and product use 3.77 (SD = 0.622); Use of websites and marketing activities in-fluence product review and assessment 4.64 (SD = 0.670) and Advertising build to sell products and services 4.78 (SD = 0.560).

The overall mean rating of 4.12 manifest respondents' agreement that product implementation in shopping malls in term of awareness measure that these malls are well known in the area where they are currently located.

Table 11. Mean and Standard Deviation of Product Implemen-tation in Shopping Malls in terms of Product Development

INDICATOR	MEAN	SD	INTERPRETATION
1. Help to improve the experience of the current and target customers	3.85	0.555	AGREE
2. Understand cus-tomer needs and preference	3.72	0.543	AGREE
3. Improving prod-uct line to meet cus-tomer needs	3.51	0.665	AGREE

4. Assist in increasing sales ra-ther than lower their prices	4.66	0.689	STRONGLY AGREE
5. Increase chances of coming up new ideas through broader niche	4.70	0.561	STRONGLY AGREE
OVERALL MEAN	4.09		AGREE

The respondents describe the product implementa-tion in shopping malls in terms of product development was very good with an overall mean of 4.09 as agreed by the re-spondents. Help to improve the experience of the current and target, understand customer needs and preference, improving product line to meet customer needs, assist in increasing sales rather than lower their prices and increase chances of coming up new ideas through broader niche.

Table 12. Significant relationship of Current Trends in shop-ping malls to the Marketing Plan

MARKET-ING PLAN / CURRENT TRENDS	PRICE	PROD-UCT	PLACE	PRO-MO-TION	SIG-NIFI-CANT	STRENGTH OF RELATIONSHIP
BULDING STRUC-TURE	0.651**	0.588**	0.600**	0.512**	0.000	Moderate relationship
INFO. TECHNOL-OGY	0.666**	0.661**	0.513**	0.528**	0.001	Moderate relationship
STORE ZONING	0.712**	0.700**	0.725**	0.722**	0.000	High relationship
CUSTOMER SERVICE	0.790**	0.701**	0.732**	0.700**	0.002	High relationship
AMBIANCE	0.745**	0.795**	0.723**	0.761**	0.001	High r elationship

Price provides moderate relationship with 0.000 on the current trends in shopping malls as indicated by the r val-ues: building structure = 0.651, information technology = 0.666, store zoning = 0.712, customer service = 0.790 and ambi-ance = 0.745. They are all significant at 0.01 (Sig = 0.000)

Product provides moderate relationship on the cur-rent trends in shopping malls as indicated by the r values: building structure = 0.588, information technology = 0.661, store zoning = 0.700, customer service = 0.701 and ambiance = 0.795. They are all significant at 0.01 (Sig = 0.000)

Place provides moderate relationship on the current trends I shopping malls as indicated by the r values: building

structure = 0.600, information technology = 0.513, store zoning = 0.725, customer service = 0.732 and ambiance = 0.723. They are all significant at 0.01 (Sig = 0.000)

Promotion provides moderate relationship on the current trends in shopping malls as indicated by the r values: building structure = 0.512, information technology = 0.528, store zoning = 0.722, customer service = 0.700 and ambiance = 0.761. They are all significant at 0.01 (Sig = 0.000)

Table 13. Significant relationship of Current Trends in shopping malls to the Product Implementation

PRODUCT IMPLEMENTATION / CURRENT TRENDS	AWARENESS	PRODUCT DEVELOPMENT	SIGNIFICANCE	STRENGTH OF RELATIONSHIP
BULDING STRUCTURE	0.511**	0.666*	0.004	Moderate Relationship
INFO. TECHNOLOGY	0.548**	0.502*	0.000	Moderate Relationship
STORE ZONING	0.627**	0.507*	0.004	Moderate Relationship
CUSTOMER SERVICE	0.777**	0.794*	0.001	High Relationship
AMBIANCE	0.759**	0.712*	0.000	High Relationship

Awareness provides moderate relationship on the current trends in shopping malls as indicated by the r values: building structure = 0.511, information technology = 0.548, store zoning = 0.627, customer service = 0.777 and ambiance = 0.759. They are all significant at 0.01 (Sig = 0.000)

Product Development provides moderate relationship on the current trends in shopping malls as indicated by the r values: building structure = 0.666, information technology = 0.502, store zoning = 0.507, customer service = 0.794 and ambiance = 0.712. They are all significant at 0.01 (Sig = 0.000)

6 CONCLUSION

In the light of the findings and analysis of the study, the following conclusions were drawn:

1. The respondents describe the currents in shopping malls was very good, as agreed by the respondents. In terms of building structure, information technology, store zoning, customer service and ambiance.

2. The respondents describe the marketing plans in shopping malls in the areas of price, product, place and promotion was very good as agreed by the respondents.

3. The respondents describe the product implementation in terms of awareness, product development, production target and sales were very good.

4. There is a significant relationship on the current trends of shopping malls to the marketing plans and product implementation in terms of building structure, information technology, store zoning, customer service and ambiance.

5. The provided marketing plan and product implementation process will serve as a guide for the entrepreneurship students in the implementation of their products.

7 RECOMMENDATION

In the light of the conclusions stated, the following recommendations were forwarded:

The shopping malls to develop a detailed marketing plan and product implementation based on the current trends to provide a comprehensive plan that can affect the business in the coming years and can help the entrepreneur students of College of Business Management and Accountancy in the implementation of their products. When marketing a product or service, putting together a written marketing plan can help the management create a guide to follow and achieve the sales goals of the tenants and customers. Owners tends to be responsible for putting the marketing plan together, but if you have employees such as a finance manager or operations manager, their input can be a valuable component to putting together a comprehensive marketing plan that considers marketing the product from all angles. Product implementation is needed for a successful product launch. Start analyzing the strategies while still finalizing the product or service. This strategy is employed when a company's existing market is saturated, and revenues and profits are stagnant or falling. There is little or no opportunity for growth. A product development diversification strategy takes a company outside its existing business and a new product is developed for a new market.

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