



Consumer Behaviour Towards Shopping Malls

Scarlet, A.

The post liberalized era since 1991 has assured a change and transformation in all walks of life people in India and once such is the Mall culture. In line with this the Indian retail industry has transformed itself to be a vibrant and modern mega sale shopping zones that invariably attracts all segments of buying community, be it children, youth and the aged at one side, the rich and the poor on the other side and the rural and urban at yet another side. In this book, the researcher has made a modest attempt to identify and understand various factors influencing the choice of purchase through Malls. There was also an attempt to explore the perception and expectations of the people using Malls for their purchase of various products. The Mall culture invading into India is more attracted by the urban population, particularly the professional segments of buyers and the business people. It is because the purchase could be complete under one roof concept, which has become a convenient means of shopping for the shoppers. Besides the Malls are created with an ambience of providing not only purchase features but also provides other services through food courts and entertainment perspectives for children. This book being to light the perception and expectations of the customers invading in to Malls.

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