OBJECTIVES OF THIS STUDY:

The primary objective of this study is to understand changing consumer behavior towards emerging shopping malls today. In this context, the present study has been conducted with the following objectives:

1. To understand the Consumption pattern of Indian consumers from traditional (kirana stores) to organized retail store (mall culture).
2. To understand the different variables / factors influencing consumer behavior.
3. To understand consumer decision making process towards one stop shop.
4. To understand the growing trends of organized retail industry.
5. To Measure and compare the attitude and perception of shoppers towards the malls of Mumbai.