HYPOTHESES

Statement(s) of hypothesis:
A Hypothesis is a unproven statement or proposition about a factor or phenomenon that is of interest to the researcher.

The following alternative hypotheses will be tested in relation to the research variables:

1. **Hypotheses 1**: The Shopping Mall is the preferred type of retail store due to convenience and variety.

2. **Hypotheses 2**: The consumers are finding it easier to shop at malls where a wide variety is available under one roof.

3. **Hypotheses 3**: Consumers are influenced in making buying decisions by the product attractiveness and arousal generated while shopping in malls.

4. **Hypotheses 4**: Shopping malls with better leisure facilities and ambience attract a large number of visitors, who stay longer in the malls and indulge in compulsive buying.