OBJECTIVES OF THE STUDY

1. To study the consumer behavior at Shopping malls

2. To analysis different attributes of layout & ambience, Services, Sales personnel and promotional & Endorsement tool in a Mall.

3. To study consumers buying tactic, shopping priority during shopping at Malls in Rajkot city.

4. To find out the consumers perception towards shopping mall

5. To study consumers shopping experience at Malls

6. To find the Expectation of customers Desirable/wishful factors in future they want in mall.
BROADER HYPOTHESIS OF THE STUDY:

The hypotheses pertaining to objectives are as follows

There is no significant relationship between age of the respondents and perception towards the layout/ambience/arrangement of the mall

H1: There is no significant relationship between age, gender, income, occupation and Marital Status of respondent and perception towards the mall.

H2: The people have accepted the mall culture irrespective of the age, income and education.

H3: There is no significant difference in shopping experience in Malls and at Traditional stores.

H4: There is no significant difference between consumer behaviors in Malls.

H5: There is no significant difference among consumers buying tactics & shopping priority towards mall.