Nouveau Shoppers Buying Behavior Pattern and Perception Towards Luxury Brands

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Abstract

The customer perception towards purchasing luxury brands has various psychological patterns and the behviour towards purchasing such brands differs accordingly. The main objective of the study is to map the nouveau shoppers mind-set towards shopping malls and to analyze the buying behavior pattern and perception towards luxury brand on shopping malls. For this purpose a sample of 130 was collected from the respondents were percentage analysis, descriptive statistics, Kruskall Wallis test and Oneway anova were used as tools to analye the data. The conclusion is that shopping malls have higher potentiality to pull the customers to visit their places but the conversion of making every customers purchasing in the mall is based on various factors of each individual shops. The conversion towards making the consumers purchasing the products can be done to attractive displays and understanding the mindset of modern shoppers towards various products and brand.

Keywords

Luxury Brands, Shopping Malls, Buying Behaviour.

Introduction

Retailing is the largest private industry and the second largest employment provider after agriculture in India.. Traditionally, Indian retail sector has been characterized by the presence of a large number of small-unorganized retailers such as local Kiranas, Banias, peddlers, hawkers etc.. As towns and cities grew, retail stores began stocking a mix of convenience merchandise, enabling the formation of high-street bazaars that become the hub retail activity in every city. However, in the past decade there has been a magnificent development of organized retailing which is characterized by novel business methods, new technologies and modern accounting practice.

The emergence of modern organized retail gained prominence gradually and is evidenced by the mushrooming of various shopping malls, multi storey malls, huge shopping centers and sprawling complexes. The concept of Retail as entertainment came to India with the advent of malls. Malls are incorporated with a whole bank of lifts and escalators for smooth transit of shoppers and are located in proximity to urban outskirts and adjoin a pedestrian area that allows shoppers to walk without interference from vehicle traffic

With the emergence of mall culture, consumers are shifting their preference from traditional zone-based buying to shopping in malls.. In malls, consumers prefer the, availability of several product categories under one roof, quality of service,, ambience, convenience of shopping, in-house-parking, entertainment, coffee shops, multiplexes, play areas for children, gaming and food-court. Such lifestyle factors along with the status symbol of being in malls, supplemented with a greater disposable income are the chief reasons that prompt them to the malls.. It is not just about shopping, dining, or watching a movie, it's an experience in itself, a lifestyle activity, and providing this experience is what these malls are building up as their USP.

Before the advent of shopping centers, consumers were driven by the need to buy as buying meant travelling to several distinct locations to complete their purchases and hence there was no room for impulsive buying. However mall culture has removed this difficulty thereby transforming shopping from a requirement based activity to a leisure activity. It has given rise to the concept of retail therapy or shopatainment (shopping + entertainment).

Significance of the Study

This study is alluded to the PANDORA’S BOX because like it, a shopping mall is filled with things which seems inviting to the customer’s eyes while in reality it may not be so. It is comprised of various elements which pushes the self-control of the customer to the limit with regard to spending. Customers are enticed by the advertisements and attractive offers which leads to blind spending which does not result in creation of any real or proper utility to the customers.

In India shopping malls have sprouted not only in first tier cities but also in second tier cities. Shoppers can buy all types of products belonging to both national and international brands under one roof because, liberalization and easy availability of imported goods, has made them readily accessible. They visit shopping malls for several reasons, the most primary being the pleasure and recreational benefits it provides. Celebrity endorsements also make a contribution to the allure of the shopping malls thereby adding to it. The luxury market in India is gaining increasing visibility with each passing year. While the discourse generated by this sector is disproportionately high compared to the size of the market today, it does indicate that most global luxury brands recognize the potential of the Indian luxury market which is not a surprise as most of the Indian customers prefer buying luxury brands in shopping malls where their instincts towards luxury brands are satisfied. In shopping mall besides luxury goods, FMCG products are also available in hyper markets which are located within the shopping mall. Almost in every shopping mall there will be a hyper-market which satisfies all the needs of the customers. Hence a shopping mall accommodates every desire and whim of the customer.

Research Gap and Statement of the Problem

Shopping momentum occurs when an initial purchase provides a psychological impulse that enhances the purchase of a second, unrelated product. The authors support the mind-set theory by

1) Demonstrating how an initial purchase induces implemental orientation and
2) By illustrating that an implementation mind-set leads to greater purchase.

The authors then explore the boundaries of this effect by demonstrating how shopping momentum can be interrupted. (Journal of Marketing Research: August 2007), Customization will do it all for you. And though it may set you back by a few lakhs, the end result is sure to make you gasp in wonder. Luxury brands customize frequently based on the preferences of their clientele. (Economic Times 2007) In spite of a vast amount of previously published research papers dedicated to the area of shopping mall separately, there are no studies which specifically focus on identifying or establishing a relationship between demographic factor and psychographic factor thus far.

The present research aims to identify the factors that influence shopping behaviour and perception on their buying pattern in shopping mall.

Objectives of the Study

The main objectives of the study are:

- To map the nouveau shoppers mind-set towards shopping malls.
- To analyze the buying behavior pattern and perception towards luxury brand on shopping malls.
- To identify sensible factors that affect customers to choose a brand.

Research Methodology

The research design adopted for this study is basically the collection of primary data. The data collection for this study conducted through questionnaires. Sampling technique adopted for this study is judgment sampling. The research tests proposed to conduct the study are Percentage analysis, Descriptive statistics, Kruskall Wallis test Onewahy Anova, Conjoint, Multi-Dimensional Scale.

Stage	Purpose	Input	Process	Output
I	Sample	150 samples	Cron Bach Alpha	Cron Bach Alpha 0.67
II	Hypotheses formulation	Review of literature and analysis for pilot study	Review and ROC Analysis	Formulated hypotheses
IV	To find out customer type	Primary Data from Customers	Through questionnaire	Three group.
V	To filter the variables	Primary data	Factor component analyses	Esteem factor identified
VI	To find out the sensitivity and sensibility	Primary data	ROC only	Two variables identified.
VII	To create a model based on behavioral concept	Output of the above sampling	Stochastic	Behavioral model.

Limitations of the Study

- The sample size of the study is limited to 130.
- The sampling area is limited to shopping malls in Coimbatore.
- There may a bias towards primary data collected from the respondents.

Analysis and Interpretation

Percentage Analysis

Demographic Variables	Particulars	Frequency	Percent
Age	Below 20 years	22	16.9
	20 yrs-30 years	52	40
	30 yrs-40 years	41	31.5
	Above 40 years	15	11.5
	Total	130	100
Gender	Female	82	63.1
	Male	48	36.9
	Total	130	100
Educational Qualification	No formal education	2	1.5
	Primary level	4	3.1
	HSC/PUC	77	59.2
	College level	46	35.4
	Professional level	1	0.8
	Total	130	100
Area of residence	Rural	12	9.2
	Semi urban	16	12.3
	Urban	63	48.5
	Cosmopolitan	39	30
	Total	130	100
Occupational status	Agriculturist	4	3.1
	Business	19	14.6
	Employed	62	47.7
	Unemployed	24	18.5
	Professional	21	16.2
	Total	130	100
Nature of Family	Nuclear	82	63.1
	Joint	48	36.9
	Total	130	100
Family income level	Below 10,000	9	6.9
	10,000-20,000	19	14.6
	20,000-30,000	27	20.8
	30,000-40,000	25	19.2
	40,000-50,000	14	10.8
	Above 50,000	36	27.7
	Total	130	100
Earning members	1	54	41.5
	2	62	47.7
	3	12	9.2
	4	2	1.5
	Total	130	100

The above table shows about the demographic variables of the respondents were out of 130 respondents 16.9% are below 20 years, 40.0% are between 20 years-30 years, 31.5% are between 30 years-40 years, 11.5% are above 40 years. 36.9% are male, 63.1% are female. 51.5% are married, and 48.5% are single. 1.5% have No formal education, 3.1% have completed Primary level, 59.2% have completed their HSC/PUC, 35.4% have completed their College level, 0.8% have completed Professional level. 9.2% are in rural area, 12.3% are in semi urban area, 48.5% are in urban area, and 30.0% are in cosmopolitan. 3.1% are Agriculturists, 14.6% are Business people, 47.7% are employed, 16.2% are professionals, 18.5% are unemployed. 63.1% are from nuclear family, 36.9% are from joint family.

Socio graphic variables	Particulars	Frequency	Percent
Preference towards going for shopping in mall	Yes	122	93.8
	No	8	6.2
	Total	130	100
Frequency of going for shopping in mall	Rarely	14	10.8
	Monthly	50	38.5
	15-20 days	27	20.8
	During weekend	39	30
	Total	130	100
Activities of respondents when visiting a mall	Window shopping	57	43.8
	See people gathered about trends	53	40.8
	Enjoy the food court and restaurant	11	8.5
	Relax socialize with people and friends	3	2.3
	Relax socialize with people and as well as shop	6	4.6
	Total	130	100
Categories of various products purchased while shopping in mall	FMCG	57	43.8
	Luxury	53	40.8
	Food/Restaurant	11	8.5
	Household items	3	2.3
	Garments	6	4.6
	Total	130	100
Mode of payments used while purchasing	Cash	98	75.4
	Debit or Credit card	32	24.6
	Total	130	100

93.8% said they prefer to go for shopping in malls, 6.2% are not preferring to shop in malls. 10.8% said rarely going for shopping in mall, 38.5% said they are going monthly, 20.8% said they are visiting malls between 15-20 days, and 30.0% said they are visiting during weekend. 43.8% do Window shopping, 40.8% of the See people gathered about trends, 8.5% are enjoying the food court and restaurant, 2.3% are relaxing socialize with people and friends and 4.6% are relaxing socialize with people and as well as shop. 43.8% purchase FMCG products, 40.8% purchase luxury products, 8.5% purchase food/go to restaurants, 2.3% purchase household items, and 4.6% purchase garments. 75.4% using cash to purchase from malls, 24.6% are using debit or credit cards.

Perception of Respondents towards Shopping Malls

Factors influencing to buy luxury products	Particulars	Frequency	Percent
Determining the quality of products offered at shopping mall	Excellent	15	11.5
	Good	62	47.7
	Satisfactory	53	40.8
	Total	130	100
Brand conscious person	Yes	99	76.2
	No	31	23.8
	Total	130	100
Satisfaction with the brands availability in the Shopping malls	Yes	119	91.5
	No	10	7.7
	Neutral	1	0.8
	Total	130	100
Preference towards brands	National brand	18	13.8
	International brand	21	16.2
	Both	91	70
	Total	130	100
Favouring of liberalization for easy availability of imported goods	Yes	100	76.9
	No	30	23.1
	Total	130	100
Gathering of information and researching about brands before buying it	Yes	110	84.6
	No	20	15.4
	Total	130	100
Sources for gathering information about brands	Television advertisement	38	29.2
	Magazine	17	13.1
	Newspaper	15	11.5
	Internet	19	14.6
	Acquaintances	3	2.3

	Friends/Relatives	19	14.6
	In shop	19	14.6
	Total	130	100
Feeling towards celebrities endorsing a brand on television	Like	83	63.8
	Dislike	47	36.2
	Total	130	100
Decision of buying a brand after their favourite celebrity endorsing it	Yes	71	54.6
	No	59	45.4
	Total	130	100
Preference towards luxury products while purchasing in shopping mall	Yes	85	65.4
	No	45	34.6
	Total	130	100
Spending of money each time on purchasing luxury products	Below 10,000	63	48.5
	10,000-20,000	46	35.4
	20,000-30,000	13	10
	30,000-40,000	7	5.4
	40,000-50,000	1	0.8
	Total	130	100
Frequency of purchasing global luxury product on an average	Every month	9	6.9
	Every three months	5	3.8
	Every six months	24	18.5
	Every nine months	41	31.5
	Once a year	19	14.6
	Total	130	100
Factors influencing to buy luxury products	Family	7	5.4
	Friends	37	28.5
	Celebrities	49	37.7
	Window shopping	27	20.8
	On line catalogs	9	6.9
	Advertising	1	0.8
	Total	130	100
Varieties of products intending to buy	Accessories	57	43.8
	Arts/Antiques	53	40.8
	Bags	11	8.5
	Shoes	3	2.3
	Fashion Dress materials	6	4.6
	Total	130	100

11.5% said as excellent, 47.7% said as good, and 40.8% are satisfactory towards the quality of products offered at shopping mall. 76.2% said that they are brand conscious person and 23.8% said that they are not brand conscious person. 91.5% said that they are satisfied, 7.7% said they are not satisfied and 0.8% are neutral towards taking decision on satisfaction with the brands availability in the shopping malls. 13.8% prefer national brands, 16.2% prefer international brands, and 70.0% prefer both. It shows that majority of the respondents prefer both national and international brands. 76.9% said the malls are favoring liberalization for easy availability of imported goods and 23.1% said the malls are not favoring of liberalization for easy availability of imported goods. 84.6% said that the malls are gathering of information and 15.4% said that the malls are not malls are not gathering of information and researching about brands before buying it. 29.2% said they are gathering of information about brands through television advertisement, 13.1% said as magazines, 11.5% said as newspapers, 14.6% said as internet, 2.3% said as through acquaintances, 14.6% said as shops, 14.6% said as friends/relatives. 63.8% are liking celebrities endorsing a brand on television and whereas, 36.2% are disliking celebrities endorsing a brand on television. 54.6% said that they are, buying a brand after their favourite celebrity endorsing it and 45.4% said that they are not buying a brand after their favourite celebrity endorsing it. It shows that most of the respondents decides to buy a brand after their favourite celebrity endorsing it. 65.4% are preferring luxury products while purchasing in shopping mall, 34.6% said they are not preferring luxury products while purchasing in shopping mall. 48.5% are spending below Rs.10,000, 35.4% are spending between Rs.10,000-Rs.20,000, 10.0% are spending between Rs.20,000-Rs.30,000, 5.4% are spending between Rs.30,000-Rs.40,000, 0.8% are spending between Rs.40,000-Rs.50,000. 6.9% are purchasing every month, 3.8% are purchasing every three months once, 18.5% are purchasing every six months once, 31.5% are purchasing in every nine months, 14.6% are purchasing once a year. 5.4% said that family is the factor influencing to buy luxury products, 28.5% said as friends, 37.7% said as celebrities, 20.8% said as window shopping, 6.9% said as on line catalogs, 0.8% said as advertising. 43.8% said as accessories, 40.8% said as arts/antiques, 8.5% said as bags, 2.3% said as shoes, and 4.6% said as fashion dress materials. It shows that most of the respondents said that accessories are the products intending them to buy varieties of products in malls.

Descriptive Statistics
Making Efforts for Gathering Information's about a Brand

Particulars	N	Mean	Std. Deviation
MEGI1	130	1.75	.705
MEGI2	130	1.85	.544
MEGI3	130	1.93	.799
MEGI4	130	2.69	1.275

It shows that the respondents strongly agree towards browsing and searching for information for their satisfaction (1.75), discussing with friends who use that particular brand (1.85), and also towards making an comparison with another brand in the market (1.93). Respondents agree towards going to shop and discussing with the salesperson for collecting information (2.69).

Perception towards Using Celebrities in Advertisements

Particulars	N	Mean	Std. Deviation
PUCA1	130	2.84	1.140
PUCA2	130	2.99	1.031
PUCA3	130	2.98	1.030
PUCA4	130	2.98	1.042
PUCA5	130	2.25	1.135
Valid N (listwise)	130		

The respondents agree towards getting assurance for brand after using celebrities in advertisements (2.84), using celebrities in advertisements creating confidence about the brand (2.99), Simplifies purchase decision (2.98), time saving in decision making (2.98), and also towards using celebrities in advertisements giving a knowledge on latest trend (2.25).

Perception towards Reasons for Buying Luxury Products

Particulars	N	Mean	Std. Deviation
RBLP1	130	2.16	.873
RBLP2	130	3.08	1.043
RBLP3	130	2.80	.869
RBLP4	130	2.45	.866
RBLP5	130	2.67	.921
RBLP6	130	3.74	1.196

The respondents agree towards Luxury brands with high price having a good quality compared to the other brands (2.16), respondents feels that acquiring luxury products is prestigious (2.80), fetching of good resale value (2.45), and also towards self-identification as an important motivator (2.67). Respondents disagree towards acquiring of luxury products giving them uniqueness among others (3.08), and also towards buying luxury products as a hobby (3.74).

Kruskal-Wallis Test
Comparison between gender and mind set of modern shoppers in the shopping mall.

Ho1: There is no relationship between gender and mind set of modern shoppers in the shopping mall.

Particulars	Gender	N	Mean Rank	Chi-square	Sig
Making efforts for gathering information's about a brand	Female	82	64.13	12.302	0.000
	Male	48	67.84		
	Total	130			
Perception towards using celebrities in advertisements	Female	82	63.95	9.382	0.537
	Male	48	68.16		
	Total	130			
Perception towards reasons for buying luxury products	Female	82	64.23	6.258	0.612
	Male	48	67.68		
	Total	130			

There is no relationship between gender and Perception towards using celebrities in advertisements (0.537), Perception towards reasons for buying luxury products (0.612).

There is a relationship between gender and Making efforts for gathering information's about a brand (0.000).

Making Efforts for Gathering Information's about a Brand

It depicts that respondents who are male (67.84) have higher level of acceptance towards making efforts for gathering information's about a brand.

Comparison between Marital status and mind set of modern shoppers in the shopping mall.

Ho2: There is no relationship between Marital status and mind set of modern shoppers in the shopping mall.

Particulars	Marital status	N	Mean Rank	Chi-square	Sig
Making efforts for gathering information's about a brand	Married	67	65.02	4.023	0.880
	Single	63	66.01		
	Total	130			
Perception towards using celebrities in advertisements	Married	67	66.04	16.029	0.000
	Single	63	64.92		
	Total	130			
Perception towards reasons for buying luxury products	Married	67	69.08	1.267	0.260
	Single	63	61.69		
	Total	130			

There is no relationship between Marital status and Making efforts for gathering information's about a brand (0.880), Perception towards reasons for buying luxury products (0.260).

There is a relationship between Marital status and Perception towards using celebrities in advertisements (0.000).

Perception towards Using Celebrities in Advertisements

It depicts that respondents who are married (66.04) have higher level of acceptance towards using celebrities in advertisements.

Comparison between Nature of Family and mind set of modern shoppers in the shopping mall.

Ho3: There is no relationship between Nature of Family and mind set of modern shoppers in the shopping mall.

Particulars	Nature of Family	N	Mean Rank	Chi-square	Sig
Making efforts for gathering information's about a brand	Nuclear	82	64.13	4.302	0..583
	Joint	48	67.84		
	Total	130			
Perception towards using celebrities in advertisements	Nuclear	82	63.95	.382	0. 537
	Joint	48	68.16		
	Total	130			
Perception towards reasons for buying luxury products	Nuclear	82	64.23	15.258	0.000
	Joint	48	67.68		
	Total	130			

There is no relationship between Nature of Family and Making efforts for gathering information's about a brand (0..583), Perception towards using celebrities in advertisements (0. 537).

There is a relationship between Nature of Family and Perception towards reasons for buying luxury products (0.000).

Perception towards Reasons for Buying Luxury Products

It depicts that respondents who are in Joint family (67.68) have higher level of acceptance reasons for buying luxury products.

Oneway Anova

Comparison between gender and mind set of modern shoppers in the shopping mall.

Ho1a: There is a significant difference between age and mind set of modern shoppers in the shopping mall.

Particulars	Age	N	Mean	Std. Deviation	F	Sig
Making efforts for gathering information's about a brand	Below 20 years	22	1.9432	.51716	23.778	0.009
	20 yrs-30 years	52	2.0385	.48351		
	30 yrs-40 years	41	2.1280	.48128		
	Above 40 years	15	2.1000	.39866		
	Total	130	2.0577	.47875		
Perception towards using celebrities in advertisements	Below 20 years	22	2.8182	.62916	8.143	0.934
	20 yrs-30 years	52	2.7885	.88598		
	30 yrs-40 years	41	2.7805	.80474		
	Above 40 years	15	2.9333	.85746		
	Total	130	2.8077	.81093		
Perception towards reasons for buying luxury products	Below 20 years	22	2.7182	.80394	12.611	0.000
	20 yrs-30 years	52	2.5615	.66159		
	30 yrs-40 years	41	2.6244	.51419		
	Above 40 years	15	2.7867	.72296		
	Total	130	2.6338	.65041		

There is a significant difference between age and Perception towards using celebrities in advertisements (0.934).

There is no significant difference between age and Making efforts for gathering information's about a brand (0.009), Perception towards reasons for buying luxury products (0.000).

Making Efforts for Gathering Information's about a Brand

The respondents who are in the age group Below 20 years (1.94) strongly agree, and respondents in the age group between 20 years-30 years (2.03), between 30 yrs-40 years (2.12), and Above 40 years (2.10) agree towards making efforts for gathering information's about a brand.

Perception towards Reasons for Buying Luxury Products

The respondents who are in the age group Below 20 years (2.71), age group between 20 years-30 years (2.56), between 30 yrs-40 years (2.62), and Above 40 years (2.78) agree towards reasons for buying luxury products.

Findings

- Most of the respondents are female.
- Maximum of the respondents got married.
- Majority of the respondents have completed their HSC/PUC.
- Most of the respondents are in urban area.
- Maximum of the respondents are employed.
- Most of the respondents are in Nuclear family.
- Maximum of the respondents family income levels are above 50,000 per month.
- Most of the respondents having 2 members earning in their family.
- Maximum of the respondents prefer to go shopping in mall.
- Most of the respondents going for shopping in mall once in a month.
- Maximum of the respondents do window shopping when they visiting a mall.
- Most of the respondents are purchasing FMCG products from malls.
- Maximum of the respondents are purchasing through cash.
- Most of the respondents are feeling good about the quality of products offered at shopping mall.
- Maximum of the respondents are brand conscious person.
- Most of the respondents are satisfied with the brands availability in the shopping malls.
- Majority of the respondents prefer both National and International brands.
- Maximum of the respondents said yes Favoring of liberalization for easy availability of imported goods.
- Most of the respondents gathers information and research about brands before buying it.
- Maximum of the respondents sources for gathering information about brands are television advertisements.
- Most of the respondents likes celebrities endorsing a brand on television.
- Maximum of the respondents decides to buy a brand after their favourite celebrity endorsing it.
- Most of the respondents prefer luxury products while purchasing in shopping mall.

- Maximum of the respondents are spending Below 10,000 each time on purchasing luxury products.
- Most of the respondents purchase global luxury products every nine months on an average.
- Maximum of the respondents said Celebrities as their factor influencing to buy luxury products.
- Most of the respondents said Accessories are the products intending them to buy.

The respondents strongly agree towards browsing and searching for information for their satisfaction, discussing with friends who use that particular brand, and also towards making an comparison with another brand in the market. Respondents agree towards going to shop and discussing with the salesperson for collecting information.

The respondents agree towards getting assurance for brand after using celebrities in advertisements, using celebrities in advertisements creating confidence about the brand, Simplifies purchase decision, time saving in decision making, and also towards using celebrities in advertisements giving a knowledge on latest trend.

The respondents agree towards Luxury brands with high price having a good quality compared to the other brands, respondents feels that acquiring luxury products is prestigious, fetching of good resale value, and also towards self-identification as an important motivator. Respondents disagree towards acquiring of luxury products giving them uniqueness among others, and also towards buying luxury products as a hobby.

Comparison between gender and mind set of modern shoppers in the shopping mall.

Making Efforts for Gathering Information's about a Brand

It depicts that respondents who are male have higher level of acceptance towards making efforts for gathering information's about a brand.

Comparison between Marital status and mind set of modern shoppers in the shopping mall

Perception towards Using Celebrities in Advertisements

It depicts that respondents who are married have higher level of acceptance towards using celebrities in advertisements.

Comparison between Nature of Family and mind set of modern shoppers in the shopping mall

Perception towards Reasons for Buying Luxury Products

It depicts that respondents who are in Joint family have higher level of acceptance reasons for buying luxury products.

Comparison between gender and mind set of modern shoppers in the shopping mall.

Making Efforts for Gathering Information's about a Brand

The respondents who are in the age group Below 20 years strongly agree, and respondents in the age group between 20 years-30 years, between 30 yrs-40 years, and Above 40 years agree towards making efforts for gathering information's about a brand.

Perception towards Reasons for Buying Luxury Products

The respondents who are in the age group Below 20 years, age group between 20 years-30 years, between 30 yrs-40 years, and Above 40 years agree towards reasons for buying luxury products

Suggestions

- The display of FMCG products can be increased with malls particularly with department stores in malls so that the need of the customers can be satisfied which also leads to increase in volume of the companies.
- Branded products can be given more importance with the malls as the consumers said that they are brand conscious person.
- Variety of national and international brands can be placed with the shops so that the choice of consumers can be fulfilled.
- The brands which has a celebrity endorsement can be given more importance as the willingness towards the brands is much higher with the same.

Conclusion

The conclusion is that shopping malls have higher potentiality to pull the customers to visit their places but the conversion of making every customers purchasing in the mall is based on various factors of each individual shops. The conversion towards making the consumers purchasing the products can be done to attractive displays and understanding the mind set of modern shoppers towards various luxury products and brand.

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