This study reveals that in the Indian context, demographic factors of consumers have an influence on Buying behavior of people towards emerging shopping malls. Demographic factors of Gender, Age, Monthly Income, Occupation, Marital status and Qualification influence the attitudes and perception of buyers toward shopping malls.

It was found that demographic factors majorly influence the buying behavior of people from traditional store to organized retail stores. It was found out that Age plays major role in buying behavior because of convenience of parking space of mall, nearness of shopping mall to living place, Number of store visited and age is significant towards preference given to shopping malls over kirana store because of complete shoppertainment.

Second important demographic factor would be income it is concluded that income of people is also one of the important demographic factor choosing shopping malls because of convenience of parking space of mall, better payment facilities, different brands of products under one roof, purchase place, daily products and they visit number of malls.

Third important demographic factor would be occupation it is concluded that occupation of people is also one of the important demographic factor choosing shopping malls because convenience of residence or place of work, convenience of parking space of mall. Numbers of store visited, frequency of visit, spending in malls and buying everyday's product also depend largely on occupation.

Fourth important demographic factor would be Qualification of people. It is concluded that occupation of people is also one of the important demographic factor choosing shopping malls store due to convenience of parking space of mall, convenience of store hours, and availability of everyday's products.
Fifth important demographic factor would be Gender of people. It is concluded that Gender of people is also one of the important demographic factor choosing shopping malls store due to car parking space given by the malls. Gender even decides average time spent and no. of store visited.

Last important factor would be marital status of people. It is concluded that marital status of people is also one of the important factor choosing shopping malls store due to complete shoppertainment, parking space given by the malls and availability of everyday

Thus It is concluded that people usually prefer shopping malls because of Parking space, location of the malls, complete shoppertainment, time you get to spent in malls.

**RECOMMENDATIONS AND SUGGESTIONS**

Convert your customers into message agents. Develop associate degree incentive for them to inform associates and friends concerning the worth of your product or services. associate degree endorsement from them is more practical than any quantity of advertising-and it's less expensive.

Surprise your customers with surprising price. If you sell product, embrace associate degree "unadvertised bonus" with each order. If you sell services, get into the habit of doing one thing additional for each client or shopper while not charging for it.

Reward them on every occasion they refer somebody WHO becomes a client. Your reward is as straightforward as a credit toward their next order from you.

Schemes: future Promotions: The individuals visiting the shop ought to be inspired to go to the shop once more and once more. thus it's necessary to please the consumers with the looking expertise. it's been discovered in international looking malls that there ar in-store promotions like lucky attracts for entrants surprise winners then on at at random.
The Government ought to encourage putting in of recent giant payment shops, that might offer not solely to kirana stores however additionally to accredited hawkers at wholesale rates. The Government ought to create obtainable credit at cheap rates from banks and micro-credit establishments for enlargement and modernization of ancient retailers.

The Government ought to take initiatives to convert all uncovered wet markets during a time-certain manner with stress on Hygiene, convenience to shoppers, correct approach roads, entry exits etc.

In order to draw in low-level financial gain teams as an everyday client of malls, shoppingMalls ought to keep the costs cheap and competitive. the buyer ought to be convinced that costs at the shops ar at par with the native merchandiser.

The valuation objectives of the corporate ought to be retentive back customers and capturing additional share of market which might be done by if corporations adopt penetration policy to capture the market.

As client would like to visualize motion picture a during a mall. The mall management ought to host multiplex during a mall because it provides a perfect expertise of diversion and looking.

In currently business will solely survive if corporations share sensible share in market and if they keep their customers happy. Advertising is presumptuous abundant importance currently. corporations ought to maximize their publicity particularly in interiors of cities and main Roads, like Bill Boards, Posters etc, and T.V. as an advert media is additionally terribly effective and corporations ought to focus their attention on that.

To attain success, looking malls ought to select active commercial and awareness amongst the
native residents of town. The sales individuals of the businesses ought to frequently visit their several retailers of Malls/Stores so as to induce their feedback and Market data.

Shopping Malls ought to provide adequate advertising support to the retailers. looking Malls ought to offer the businesses special cupboards, stands, hoardings, glow boards and banners etc. of various corporations complete for publicity purpose. The promotion campaign ought to be intense around the year, notably throughout competition seasons.

During boom periods for Mall house owners, corporations ought to provide a spread of promotion schemes like value provide, free gifts, amount discount to fetch most sales.

To gain Market share, supplying potency could be a key issue for achievement. thus corporations ought to attempt to create its distribution terribly effective and improve its reach by increasing the amount of Malls and gap additional malls close the cities, in order that additional and additional little cities is lined.

The corporations ought to increase the retailer’s margin to avoid complain of low profit margins of the retailers. corporations ought to provide sensible incentive schemes to Mall house owners to inspire them.

There ought to be numerous policies relating to changes created like replacement of invalid stock created additional liberal and versatile, Retailers ought to offer adequate feedback to the businesses. This helps the businesses in formulating acceptable promoting methods in keeping with the Market conditions.

Qualified workers ought to be recruited to supply glorious skilled management. Retailers ought to counsel and suggest the merchandise brands to the client by in Mall and out of mall candidature.