PREFACE

The retail scenario in India is unique. Development of shopping Malls in India is adding new dimensions to the booming retail sector. The Mall culture is really gripping the Indian consumers because of more awareness, recent trends and changing lifestyles. The Mall culture is catching up gradually in cities with several Malls making their entry in Gujarat retail sector.

The retail marketers try to understand the needs of different consumers and having understood his different behaviors which require an in depth study of their internal and external environment, they formulate their plans for marketing. When everything revolves round the customer, then the study of consumer behavior becomes a necessity. The study of consumer behavior is the study of how individuals make decisions to spend their available resources on consumption of related items.

Mall culture is catching on fast in India. It has become the way of shopping in metros and tier I cities. Shopping malls of international scale and quality are expected to come up. Malls growth is being seen as a clear indicator of the economic prosperity in India. Significantly, the number of Malls in the country has increased at a fast pace. And they are doing brisk business. A trip to the local Mall will bear this out. So, I opted the shopping malls from selected cities of Gujarat state for my research work.

The study would be helpful in highlighting the role of shopping malls in development and services provided to consumers. This study helps to shopping malls towards the consumer’s behavior and then they implement in their organization. The study helps to acquire a clear picture of national as well as state efforts to deal with the performance of shopping malls.

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