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**Perceptions towards
Shopping Mall**
a customer sight



Perceptions Towards Shopping Mall

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Although malls have been a topic of interest to marketing researchers for at least 35 years, the attraction between malls and consumers has received little interest. Need constantly arises to assess the expectations and perceptions of customers towards shopping malls due to constant change with the shopping trends and evolution of lifestyle. The study analyses the perceptions of customers, toward shopping malls by evaluating the factors that influence the customers to revisit the mall and exhibit loyalty. This analysis has also helped highlight the expectations of customers from a mall.

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