

An executive summary of the report of the work done on Minor Research Project Of Mrs Caroleena Janefer, entitled “**Large Retail Malls In Mangalore:A Study On Consumer Behavior**” sanctioned by UGC ,vide sanction letter no MRP(H) – 163/12 - 13/KAMA002/UGC-SWRO KAMA Dtd: 23-sep-2013

Retail industry is changing rapidly and experiencing development, modernization, progression, mix. Retailers attempt to satisfy clients' prerequisites by having the right stock at the right esteem and flawless spot. The perspective of Indian purchasers has encountered a genuine change throughout late years. The Indian buyer today needs to lead a presence stacked with luxury and comfort. They basically needn't bother with availability of things; they similarly need better experience, organization and feeling. Consumer behaviour is not only concerned with the processes in which financial transaction are involved but also included non financial transaction. It involves process that are psychological, social and socio-economical in nature. This has provoked improvement of malls where a shopping, beguilement and better office is all open under one roof. Malls have brought change the shopping experience of people in the coast from Kasargod in Kerala to Karwar in Uttara Kannada district. Retailing in Mangalore has gone through lot of change which is evident through growth of malls in Mangalore which is in the process of replacing traditional shopping centre. City centre mall is second largest mall in the state of Karnataka, which is located in mangalore city. This study focuses on examining the nature of activities of consumer at the malls and To analyze customers perception towards shopping malls. It has been found that the purchaser needs to shop at a spot where he can get nourishment, amusement, and shopping all under one rooftop. They see shopping centers as an one stop destination for different purposes like eating, viewing cinema, hanging out, meeting new/ old companions and shopping. During the study it was observed that people or customer used to purchase more the mall when discounts where offered and during these season there where many visitors following into malls. These visitors where very much excited about the offers that where offered and most of the marketing strategy work during these season. Study also reveals that emergency of mall has created employment in Mangalore city area. And also my study revealed that employees who were employed in malls were not only local people in and around from Mangalore but also from other in by location of Mangalore area and few of the security guards where from Bihar and uttarpradesh. Study revealed that even small retail shop also started advertising that they provide discount on purchase and this

percentage increased from 30% to 50%.employers of the small shops were finding difficulty in searching for a good staff as malls employed efficient staff members and also malls provided pretty good salary. This Cleary indicates that malls have more of positive impact on economy

**Submitted By:
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