



**IMPACT OF AGE DIFFERENCES ON SHOPPING MALL
BEHAVIOUR**

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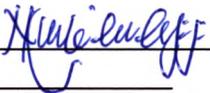
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ABSTRACTS

This paper is to understand differences between age shopping behaviour toward shopping malls. The reason this study conducted by researcher is to give more information for manager or marketer to provide better quality of service for today, tomorrow and future by analyzing their customer behaviour toward 7 dimension of shopping malls. In term of consumer perspective this research will apply their experience about shopping malls and help the researcher to complete the data. This study also help researcher to gain their knowledge and improve their communication skill. Next, in this study 100 respondents had been choose in Shah Alam area to answer the primary data which is questionnaire. The result also show significantly and negatively for both objective which is to identify the factor that motivate consumers to visit the shopping malls and to examine the differences between age cohort groups with respect to shopping orientation. After the finding done this paper therefore provides not only information on understanding differences between age shopping behaviour toward shopping malls but also giving a recommendation and suggestion to marketer improve their service and provide quality for customer by understanding consumers behaviour.

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Chapter 1 will discuss of background of the study, problem statement, research objective, research question, scope of the study and significant of the study.

1.1 BACKGROUND OF THE STUDY

According to Tauber (1972) people motive for shopping are function of many variable, some of which are unrelated to the actual buying of products and all the aspects depends on how they react what they see in the malls. As a manager of shopping mall you need to identify how to attract customers to come and spend their money in your company. Once customers feel satisfied they will come back or tells others whether your service good of bad. There many aspects regarding personal motivation for shopping at mall which is diversion of shopping can be a form of recreation activity and allowed the shopper to diversify from the routine daily life, learning about news trends happen when people can go shopping malls to update the latest trends of fashion, styling or product innovations and self-reward because when shopping it can be activity for shopper to motivate themselves by buying something nice and interesting.

Other than that, people will expose something that can give them benefit like looking at the merchandise, listening ground music and the scents. Besides that, customers visiting a shopping mall because they felt the shopping malls can provide new experience with their need and wants. Different people have different way of shopping orientation like when a consumer is shopping for gifts are not same as when consumers shop for groceries. Supported example given by zaffar,ghingold and zainurin (2006) said two consumers may shop at the