



**DEPARTMENT OF ESTATE MANAGEMENT
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**A STUDY ON THE EFFECT OF SHOPPING CENTRE LAYOUT DESIGN ON
SHOPPERS BEHAVIOUR**

**This dissertation is submitted in partial fulfilment of the requirement for the
award of Bachelor Degree of Estate Management (Hons)**

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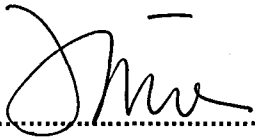
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Shallom..

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ABSTRACT

This study focuses on the effect of shopping center layout design on shoppers' behaviour. The objectives of this project is to study on the detailed layout of shopping center, interiorly and exteriorly, to identify general information concerning shoppers behaviour whereby it can be interrelated to how do the layout affecting shoppers behaviour, and finally to observe and study about the shopping center layout design and to make sure how does it affect on local shoppers behaviour. Sources of the data and information are gathered by the author from literature review of previous researches, published articles and books, and supported by the opinions of shoppers through structured questionnaires. From the survey, analysis and findings, the author noted that majority shoppers are satisfied on both interior and exterior layout of the case study. Attractive shopping environment, appealing exterior features, effortless in finding the entrance, sufficient car parks, these are some of the reason that make shoppers happy with the shopping complex. It is hoped that this project could clearly explain the interior and exterior layout of a shopping complex that affect the shoppers' behaviour and given better understanding to other readers about detailed shopping center layout design.

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