COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA

CUSTOMER PREFERENCES ON CHOOSING SHOPPING MALL IN SERI ISKANDAR, PERAK DARUL RIDZUAN

Academic Project Submitted in partial fulfilment of the Requirements
for the award of the Degree
Bachelor of Estate Management (Hons)

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ABSTRACT

As the retail landscape evolves, shopping malls have become an integral part of consumers' choices, emphasizing the need for immersive experiences and a diverse business environment. However, industry stakeholders often overlook the significance of addressing customer preferences and creating a comfortable shopping environment. Neglecting these preferences can lead to substantial losses for retailers. Therefore, it is crucial for retailers to understand and cater to customer preferences to thrive in a competitive market. This research study aims to identify and rank the factors that contribute to customer preferences when selecting a shopping mall. A quantitative approach was adopted. The findings revealed that convenience, parking space, location, environment, and product factors significantly influence customer preferences. Understanding and leveraging these factors can enable retailers to better align with customer preferences and enhance their competitiveness in the market. The study had identified that the location factor emerged as the primary factor of customer preferences, followed by convenience and environment factor.

ACKNOWNLEDGEMENT

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

1.1.1 Preliminary

This introduction chapter explained the main element of research, which is preliminary, research background, research issue, research objectives, research aim, scope of study, literature review, research methodology, research significance and thesis structure. While this research will consist of 5 chapter where the element will be introduction to the research, literature review, research methodology where appropriate research methos are discussed in the chapter, data analysis for the data acquired and lastly consist of conclusion and recommendation.

1.2 Research Background

In today's dynamic retail landscape, understanding the factors that influence customer preferences in choosing a shopping mall is crucial for retailers and mall owners. With consumers becoming increasingly selective and demanding immersive shopping experiences, it is essential to identify the key determinants that drive their decisions. The ability to align shopping mall offerings with customer preferences can lead to enhanced customer satisfaction, loyalty, and ultimately, increased footfall and profitability for retailers. Therefore, this research aims to delve into the intricate nature of customer preferences when selecting a shopping mall, shedding light on the significant factors that shape their decisions (Kim et al.,2015).