STATEMENT OF PROBLEM:

As per the literature concerned to the study (done by researcher), the statement of problem of the study is as follows-

In the modern age most of the customer prefers to the shopping malls for buying such product whereas large numbers of scattered market is available. Therefore, why customers moves towards shopping mall rather than retail outlets. Is the customer has greater satisfaction when buy product from shopping mall? or anything else.

Objectives of the Study

On the basis of statement of problem, researcher generates the following objectives to the study-

1. To identify the basic issues related to the product purchase behavior.
2. To examine the customer purchase behavior who purchase the product from shopping malls of Tire-2 city.
3. To evaluate the strategy creation by customer before purchasing product from the shopping malls of Tire-2 city.
4. To evaluate the basic determinants of customer satisfaction towards shopping malls of Tire-2 city.
5. To address the possible solution to the society for having greater benefits by shopping malls.
Research Hypothesis:

Null Hypothesis
1. $H_0$: There is no relationship between customer satisfaction and purchase behavior.
2. $H_0$: There is no relationship between customer satisfaction and shopping mall.
3. $H_0$: There is no relationship between customer purchase behavior and quality of product.
4. $H_0$: There is no relationship between product purchasing from shopping mall and retail outlets.

Alternate Hypothesis
1. $H_a$: There is relationship between customer satisfaction and purchase behavior.
2. $H_a$: There is relationship between customer satisfaction and shopping mall.
3. $H_a$: There is relationship between customer purchase behavior and quality of product.
4. $H_a$: There is relationship between product purchasing from shopping mall and retail outlets.