RESEARCH METHODOLOGY

The success of a shopping Centre shopping or shopping mall is largely due to a greater understanding of consumer behavior, based on the marketing strategies and the consumer decision-making process, i.e. selection of shopping Centre or shopping mall. Stakeholders, marketers and managers of shopping centers or shopping mall study consumer behavior to gain insights that will lead to more effective marketing strategies such as market segmentation, target market selection, product or service offerings, location and positioning.

The “marketing mix” is a term developed originally by Neil H. Borden to describe the appropriate combination, in a particular set of circumstances, four key elements that are the heart of a company’s marketing program. They are commonly referred to as the “four P’s, i.e. product, price, place and promotion.

The term marketing mix refers to a unique blend of product, distribution, promotion and pricing strategies designed to produce mutually satisfying exchanges with a target market (Lamb, Hair, et al. 2003.424).

Stakeholders, marketers and managers of shopping centers can control each element of the marketing mix or the extended marketing mix. The strategies of the marketing mix must be blended so that you are able to achieve optimal results such as total consumer satisfaction and

Research as a common parlance refers to a purpose investigation rather it is an art of investigation. It is a detailed study of the subject especially in order to discover new information or reach a new understanding. The Advanced Learners Dictionary of Current English lays down the meaning of research as ‘a careful investigation or inquiry especially through search for new facts in any branch of knowledge’. in planning and designing a research project, it is necessary to anticipate all steps to be undertaken in order to make the project successful.

Researcher has been using the two type of research design i.e. exploratory and descriptive research design.

Exploratory Research: Conducted for a problem that has not been studied more clearly, establishes priorities, develops operational definitions and improve the final research design. Exploratory research helps determine the best research, data-collection method and selection of subject.
**Descriptive Research:** is used to describe characteristics of a population or phenomenon being studied. It does not answer question about how/when/why characteristics occurred.

Descriptive Research is study designed to depict the participant in an accurate way. The three main ways to collect this information are Observational, defined as a method of viewing recording the participant. Case study of an individual or group of individuals.

**Sources of Data**
To examine the above objectives the study first analysis, in brief, the growth and performance of Shopping Malls at all India level based on data derived from the related publications.

The research methods adopted for conducting the study have five steps. These steps are: - Research Design, Data Collection, Sample Design and Data Processing and Analysis.