RESEARCH DESIGN:

A research design specifies the methods and procedures for conducting a particular study. It may be exploratory research, descriptive research or casual research. An exploratory research focuses on the discovery of ideas and is generally based on the secondary data. As an exploratory research, the present study has to unfold the various avenues for Shopping malls management in Uttar Pradesh. A descriptive research is focused on the accurate description of the variables in the problem.

The proposed study basically attempts Customer satisfaction from shopping malls in U.P. Study also examine the performance of sales man to encourage Customers in shopping malls.

Data Collection:

For the study, data has been collected from both sources primary and secondary.

**Primary sources:** - The primary data has been collected by means of questionnaire/ schedule and interviews. A set of two questionnaires have been used. One was addressed to the Malls Customers’ to analyze problems face by the Customers in Shopping malls, the extent of awareness and the level of satisfaction of the costumers of Shopping Malls in Uttar Pradesh. The second questionnaire address to the Shopping Malls Sales man to find out the problems comes in shopping malls, and what strategies used by them for facing these kind problems. For the respondent 500 respondent chosen from each category from different Shopping malls in Uttar Pradesh.

**Secondary sources:** - Secondary data has been collected through various Journals, Bulletins, reports and research papers published PhD chamber of commerce and official records of various financial institutions, Furthers news papers and books were also used during the research work, during the research survey various library for collect related data for my research work.