



UNDERSTANDING THE ATTRACTIVENESS DIMENSIONS OF SHOPPING MALLS IN BHUBANESWAR CITY

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ABSTRACT

The rapid development of economy, change in the demographic and shopping pattern of customers has forced their retail players to enter into the sector. The change has also reflected across all parts of the country including orissa. Shopping malls have become a point of recreational as well as entertainment. This study is undertaken to identify the attractiveness dimensions of shopping malls in the Bhubaneswar city. To conduct an empirical investigation a survey of 215 consumers was conducted, using a questionnaire. This study tried to attain the objective by applying the statistical technique of factor analysis and extracted seven important dimensions determining the attractiveness of shopping malls. The study revealed that shopping tenant mix is the most important attractiveness dimension of shopping mall to consumers in India.

KEYWORDS: *Attractiveness dimension, tenant mix, shopping mall.*