A COMPARATIVE ANALYSIS OF CONSUMER BEHAVIOUR BETWEEN PHOENIX MARKET CITY MALL AND EXPRESS AVENUE MALL IN CHENNAI

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ABSTRACT
The purpose of this project was to find out the consumer preference between the Express Avenue Mall and Phoenix Market City Mall in Chennai. We found the consumer preference by making them rate on certain factors for both the malls. The factors we considered for choosing a mall for multiple purpose like shopping, entertainment facilities and also food outlets are Ambience, Variety of Brands, Parking Facilities, Space, Parking Charges, Entertainment Facilities, Food outlets and Security. We conducted a survey and made the respondents to answer the questions. Our respondents were the people who visited both the malls. And we have various types of questions included in our questionnaire. Certain tests were made after collecting the data from the survey using SPSS (Statistical Package for Social Sciences). The results were analyzed and conclusion was made based on the results.

KEYWORDS: Chennai, consumer, SPSS (Statistical Package for Social Sciences).

REFERENCES