Consumer Behavior in Choosing Shopping Malls versus Local Traditional Markets

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ABSTRACT
The purpose of this research is to explore the role of the aforementioned factors on consumer behavior and preference towards shopping mall and traditional market in Karachi, Pakistan. As urban shopping malls become increasingly desirable destinations for consumers, the study investigates factors affecting their purchasing choices, including preferences, perceived benefits, and lifestyles. It is not only the case where motivators like personal experience, media influence, and advice from friends drives the consumer behavior. Shopping malls have become the new spaces for consumers, offering product variation, ambience and different kind of facilities like entertainment, convenience, etc, that are explored in the research. It is a quantitative research, conducting primary data collection by using structured Questionnaire from 200 Respondents through random and stratified sampling. Analyzed secondary data, reviewing literature on consumer behavior and market trends. Consumer's Preference, perception of benefits and lifestyle affect consumer's choice between shopping mall and traditional market, the different trends were observed in shopping mall with respondents. Malls were preferred for their modern environment, product diversity and extra services, while traditional markets continued to attract buyers with their lower prices and specific products. This indicates that a large number of consumers in Pakistan were not satisfied with traditional markets and were gradually switching to modern retail formats, pointing towards the fact that traditional markets need to focus on the quality of service and quality of the shopping experience. The research reveals retail changes to reveal consumer lifestyle effects on buying behaviors thus enabling modern alongside traditional retailers to maintain customer loyalty.
Keywords: Consumer Behavior Consumer Preference Customer Purchasing Decision Retail Market Benefit Perception Product Service Quality Variety Shopping Experience Modern Traditional Mall Market.

INTRODUCTION
The research will analyze the components that affect consumer attributes alongside conduct. These universal factors exist throughout the everyday lives of every customer. Every person has a distinct liking they uphold during purchases to satisfy personal requirements and wants. The shopping place of their choice depends directly on their personal purchasing preferences. Consumer satisfaction from their needs and desires heavily depends on the available products' benefits found in traditional markets and shopping malls (Ruibin Zhou 2024). Customer lifestyle defines one of the leading elements affecting their decision on which shopping destination to pick. A place stays in customers' minds when their most desirable product matches their personality or lifestyle requirements which makes them pick that specific place to buy (Dr. Benidir Fatiha 2022).

A purchase preference represents a consumer internal factor which stems from consumer buying motivation (Rakesh Belwal 2024). Personal experience together with gained knowledge and recommendations from friends and direct or indirect information from media form the basis for motivations. People determine perceived benefits through all the satisfaction and advantages they gain from fulfilling their wants and needs. The lifestyle that describes a person comprises their daily activities. The desired life outlook of prospective buyers finds its representation within this product category. The concept includes establishing measurement criteria forateria, Interest, and Opinion (AIO) dimensions.

Various consumers choose between going to malls or traditional markets or shopping in between these options. Private malls emerged as a new social issue because users started devoting their shopping hours to both malls and local street shops (Eduina Isa Elton 2024 & Erkip, 2003). The economic contribution of shopping malls exceeds local shops since their presence results from basic supply and demand principles (Rajagopal, 2009). Shopping malls draw the stimuli of customers and vendors at the same time. Retail facilities both prompt buyers to select products and create sufficient leisure opportunities for customers. Local stores follow different business patterns than shopping malls do. The facilities offer services that meet the buying requirements of customer groups. The retail operation of an ordinary store serves consumer requirements for personal and home items in specific market domains. A mall provides people with a virtual array of products gathered together at one destination (Dr. Ajay Tyagi 2023).

The population of wealthy city-dwellers together with the educated classes have shown growing interest in visiting shopping malls within the past several years. Shopping malls share basic characteristics with traditional stores but people mostly prefer malls because of their modern design and diverse products alongside their practical locations. Malls exist in predetermined locations where customers can access multiple amenities including well-secured parking spaces and premium products and sales promotions and multiple shopping opportunities and dining facilities etc (Sri Debsena Garai 2022). Local shops employ strategies of product quality along with price variations and positive customer relationships to keep their customers (Ekta Sharma 2025). Consumers seek merchandise of superior quality at shopping malls outside their nearby shops. Customers were compelled to shop in malls because of high quality merchandise alongside effective sales promotions and swift services and multiple brand availability (Bansal and Singh, 2008).

A consumer can keep himself entertained in a mall through the span of multiple hours while having many options available for purchasing products of interest. During exhausted shopping periods he can select from relaxation at the restaurant or enjoyable activities. The establishment enables customers to visit both entertainment facilities and shopping areas. Family outings now destination to the multiplex malls which contain movie rooms along with family dining places and child play areas (Srivastava, 2008). The shopping mall provides dependable car parking for all visitors who bring their vehicles with them. Customers can find all available products within one building because retail space presents various promotional discounts. In Pakistan the shopping trend has transformed yet most consumers prefer buying goods from their nearby local markets. The motives that drive this trend will receive extensive explanation. People today prefer shopping malls rather than traditional neighborhood stores since their buying habits have evolved.

Free shops allow buyers to discover special inventive merchandise in their original form. Both shopping centers exhibit virtually equivalent product offerings together with overlapping brand selections. An open space building with a grand size accommodates different shopping stores (reena research gate 2022). Numerous major trends in recent times include the fading dominance of shopping streets alongside the increasing popularity of shopping malls. Shoppers and social groups view shopping malls as the principal shopping and social and entertainment hubs in modern society.

A traditional unorganized retail setup is known as small-scale business that functions under single ownership or as a family-operated enterprise with few product lines (Niklas Rudholm 2021 & Pataskar 2014). The shops operate near residential neighborhoods so customers purchase daily needs items (Tiwari, 2009). Since the subcontinent follows this pattern local shops together with chemists and general stores and clothing stores as well as shoe stores and paint and body shops and sidewalk vendors

operate as typical retail outlets (Riungu, 2011). All modern retail organizations currently attempt to deliver diverse products alongside services that meet customer needs to secure industry position (Leszczyc et al., 2000).

Modern retail businesses execute all their operations through structured and authorized corporate frameworks which provide an increasing array of products across multiple brands (Mathew et al., 2008). Targeted employees serve as part of the personnel who implement multiple retail practices that include product acquisition and arrangement and merchandise presentation combined with sales operations (N. Krey 2022). Retailers simplify shopping through friendly services which include multiple promotional events and post-purchase assistance. Modern retailers provide numerous formats of products and services and they specifically include hypermarkets along with supermarkets and modern stores and superstores and chain stores (Levy and Weitz, 2004,Misra, 2011). We are all trapped within compulsive reactions of liking and disliking various needs or desires in our life which we have experienced firsthand. The circle from which we cannot escape stands until we have one or more concepts we strongly prefer instead. The research premise investigates consumer market behavior patterns with a specific focus on shopping malls together with all influencing variables (Asifa frontiers 2022).

Background of the Research

Evolution of Shopping Malls: Man-made shopping centers began appearing in major population centers across the globe during the beginning of the twentieth century. The J.C. Nichols Company established the inaugural shopping mall known as Country Club Plaza at its location near Kansas City, Missouri during 1922. At present the South China Mall located in Dongguan China takes the record as the planet's largest shopping mall through its 892,000 m2 floor space. Located in Beijing China the Golden Resources Mall represents the second biggest shopping mall globally extending over 680,000 square meters of space at present. The Philippine mall SM City North EDSA occupies position three in the world rankings for largest shopping malls with its 460,000 m2 of floor space while attracting millions of visitors daily (Kumar, 2015).

Evolution of Shopping Malls in Pakistan: The transforming retail sector in Pakistan motivates retailers to innovate their business procedures. New retail outlets representing numerous stores have recently come into operation. The two major Pakistani cities of Lahore and Karachi support retailer upgrades due to their large populations of 13 million and 23.7 million residents respectively as reported by Wikipedia References. Self-service retail establishments feature various check-out points beside food and drink together with household supplies and personal care essentials that come as packaged branded items.

Several international retailers have initiated their operations in Pakistan through Hyperstar and Metro. German-based Metro launched its first Pakistani cash-and-carry store called Metro during 2007. France-based Carrefour Hyperstar maintains a product line of up to 30,000 items while carrying out operations in Lahore and Karachi and intending to open stores in other cities (Humaira Nazir 2022 & Aman and Hopkinson, 2010). The local shop market of Pakistan is transforming into an organized retail sector that revolves around shopping malls. A clear need developed to understand how consumption patterns and demand drivers along with habits and preferences created the growth expansion. The primary goal of this research examined how consumer behavior responds to retail operations managed by local shops and shopping malls in Pakistan (Shehzad Nasim 2018). The shift in consumer behavior has transformed shopping in Pakistan as well as entire purchasing patterns. Consumer buying and selling activities modify according to both income fluctuations and time variations. Today's market presents consumers with multiple choices which include accessing items from local shops and shopping malls and conducting e-shopping but on a minor scale. The city of Karachi houses major shopping centers including Dolmen Mall, Ocean Mall, Atrium Mall along with Lucky One Mall and department stores that encompass Metro, Hyperstar, Imtiaz, Chase, and Naheed among others.

Problem Statement

Modern shopping malls create escalating dangers for traditional markets as they continue to evolve in the retail industry. The identification of variables that shape consumer preference choices will provide

valuable information to retail operators together with urban development guides and government decision makers. Modern shopping malls emerged to transform the retail sector due to their structured approach that combines diverse shopping choices for consumers (Aurelia Michaud 2013). Shopping malls attract diverse consumer segments because they offer international and local brand diversity and entertainment features as well as climate control systems which draw residents of urban and semi-urban areas (Paritosh Dabral 2024 & Gang Du 2022). Current mall expansion creates an emerging danger to traditional marketplaces (markets, open markets, etc.) who traditionally supported retail culture throughout many nations. Many societies maintain their appreciation and support for traditional markets partly because they provide affordable service with personal interaction in informal settings which stem from cultural and economic values. The markets typically host local vendors as well as family-run enterprises which work closely with customers through direct personal relationships. Customers visit markets to both purchase items and socialize with others while practicing bargaining techniques that define shopping experiences. The changing preferences of modern consumers now threaten traditional markets because they demand convenience along with variety and complete shopping experience which shopping malls provide more easily. Traditional markets experience multiple difficulties because of the fast-growing mall sector which threatens their existence:

- The growing popularity of shopping malls among consumers diminishes the number of buyers entering traditional markets.
- Consumer tastes favor shopping centers because they present shoppers with controlled settings which combine air conditioning along with convenient parking lots and unified shopping convenience (M. Ali Bait 2024).
- Economic constraints force traditional market vendors to face difficulties when competing against big retailers within shopping malls because of their marketing advantages alongside their lower pricing strategies together with economic efficiencies.

Nominal Definitions and Terms:

Modern Shopping Malls: The modern mall consists of various shops situated within one building whose planning aligns with retail functions under an institutional center management system (Levy & Weitz, 2006; Lambert, 2006; Teller, 2008). The management structure at the mall functions to entice retailers as well as mall visitors for purchasing and selling particular products (Teller, 2008). A retail facility called a mall offers benefits through supermarkets and hypermarkets which allow customers maximum convenience and supply wide ranges of products across different packaging options (Anwar, 2015).

Traditional Market: Traditional markets appear as a series of commercial establishments which exist in central areas of district or town neighborhoods according to Teller (2008). Saadila (2011) explains that traditional markets function as outdoor locations which enable traders to negotiate business deals with their consumers. Such organized arrangements and concepts normally remain absent in standard market setups. Several critical groups who sell products participate in the development of the agglomeration environment (Warnaby, Bennison, Davies, & Hughes, 2004; Teller, 2008). These groups include people living in the area, politicians, and landlords. Malls differ in infrastructure from traditional markets since they are built with unique structures.

Consumer behavior: The scholarly investigation of human resource distribution choices called consumer behavior analyzes people's decisions regarding time and monetary expenditure in consumption activities.

Shopping experience: Retail experience refers to the entire shopping process that begins when customers step inside a location until they finalize their product purchase and encompass quick accessibility aspects as well as service quality aspects along with environmental and product selection aspects.

Demographics: Statistical characteristics within the population represent demographics as they help identify consumer groups through elements such as age, gender, education levels, income and occupational status.

Emotional factors: Trust together with nostalgia and social identity form psychological factors affecting consumer choices during buying decisions.

Objectives of the study:

The study focused on the following particular research goal:

1. An investigation seeks to determine how shopping preferences of customers relate to modern shopping malls.
2. An investigation seeks to determine how shopping preferences of customers relate to Local Traditional Market.
3. The study investigates relationships between Customer Benefit Perception with Modern Shopping Malls.

Research Model:

Figure-1
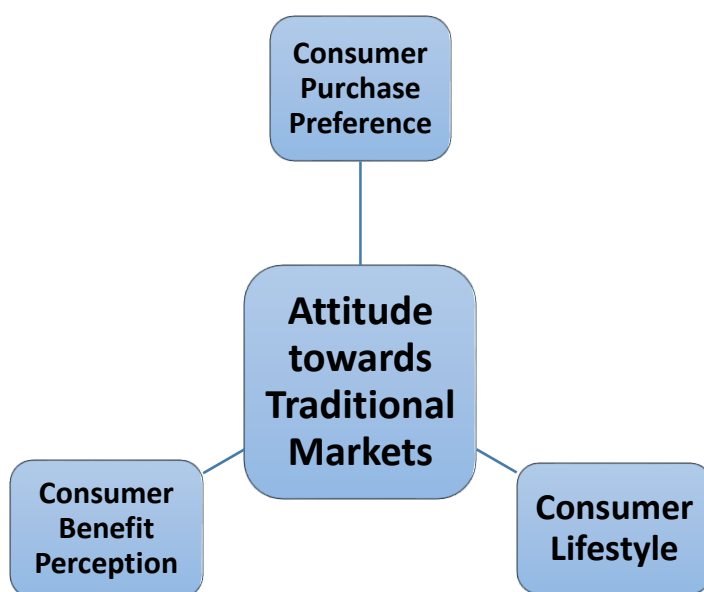
LITERATURE REVIEW

Overview about consumer perception:

The academic community including marketing experts together with economists sociologists and urbanites has examined modern shopping malls versus traditional market consumer behaviors (Thomas 2023). This review evaluates recent academic studies through an examination of how shoppers choose their premises and the economic effects and emerging patterns with traditional markets and shopping malls.

Theoretical Foundations:

The process of consumer decision-making between modern shopping malls and traditional markets becomes clearer through various theoretical frameworks in consumer research. Some key theories include:

Theory of Planned Behavior (TPB): Our focus lies in Theory of Planned Behavior (TPB) where consumers choose between options based on their existing attitudes as well as specific norms and opinions about control. TPB provides insights into consumer decisions between malls and markets through the study of their perceptions of shopping convenience and social opinions and their modernity or traditionalist attitudes.

Maslow's Hierarchy of Needs: Customer decisions follow the established order of physiological needs to self-actualization needs which builds on the psychological theory presented by Maslow. The basic needs of affordability can be met through traditional market shopping but unique shopping experiences at malls deliver higher needs of status recognition and social connections.

Push-Pull Theory: Push-Pull Theory serves migration studies whereas retail behavior understands shopping behavior through examination of push and pull consumer determinants that influence the

selection of specific retail formats. Traditional markets appeal to consumers because of cultural significance and cost-effective shopping yet shopping malls attract people through their convenience together with their wide selection and comfortable environments.

Retail Gravity Theory: According to Retail Gravity Theory consumers choose larger stores situated for convenience because these retail destinations provide many entertainment options alongside diverse products. Though consumers tend to gravitate toward markets located closer to them because of personal experiences combined with geographical convenience. For a comprehensive analysis it is essential to grasp how malls and local markets relate to one another.

These theoretical theories establish fundamental knowledge about retail consumer behavior that directs research on the variables affecting retail choice decisions.

Variables:

- **Independent Variables (Predictors):**

Consumer shopping preference: describes how consumers select particular products and brands along with specific retailers instead of others. Such a variable shows how consumers present themselves between shopping malls and traditional markets.

Consumer Benefit Perception: The way consumers view shopping benefits guides their preference between two retail environments: between shopping malls and traditional marketplaces.

Consumer Lifestyle: People who engage in particular lifestyles based on their activities demonstrate different reaction patterns to retail spaces. People with modern and easily accessible lifestyles tend to shop in malls (Rajgopal 2009) yet traditional personalities often stick to visiting local markets.
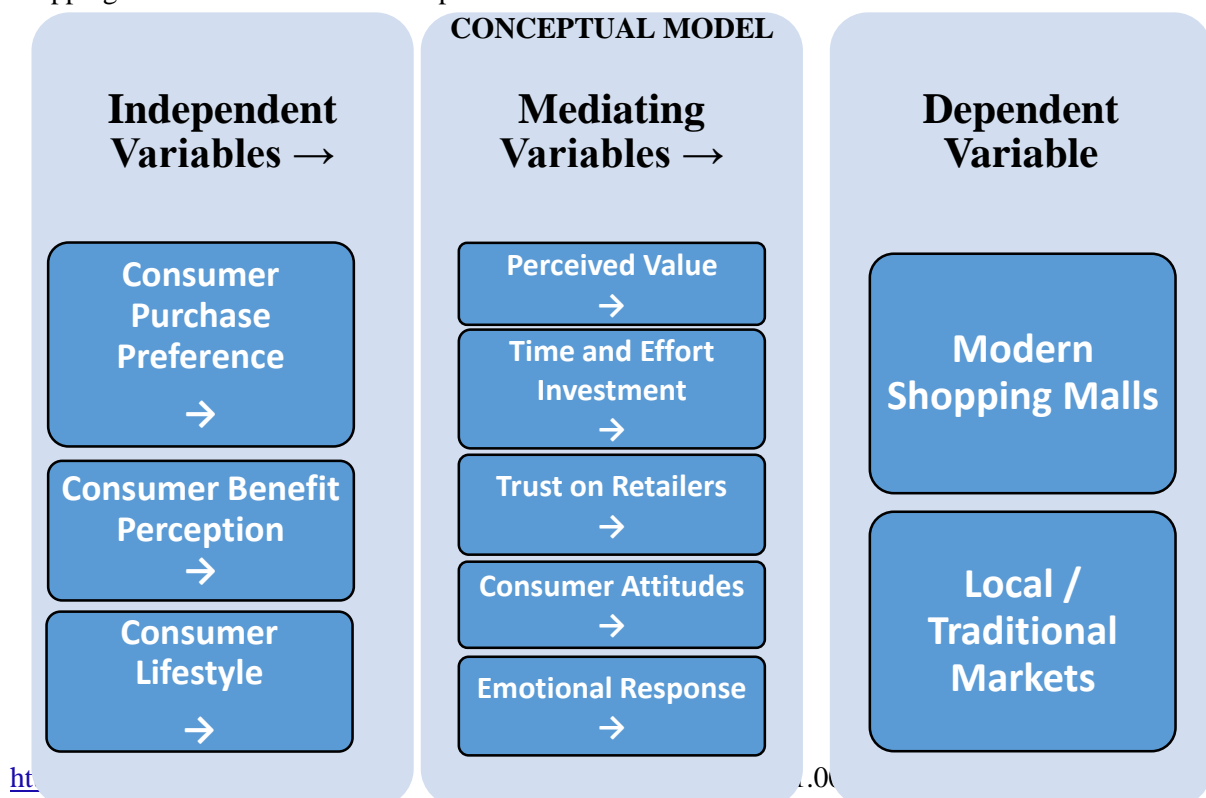
- **Dependent Variable (Outcome):**

Shopping Malls: Plant Retail Environments consist of shopping malls that serve as primary end products for this analysis. Your study explores the effects of independent factors (for example shopping preferences and lifestyles within consumers) on their decision to visit shopping malls.

Local/Traditional Markets: Nearly the same way as traditional markets these local marketplaces function as outcomes in this context. The research evaluates the impact of both benefit perceptions and consumer lifestyle choices on shopping decisions within markets of this nature.

Mediating Variables (Processes):

Perceived value: The evaluation customers make about value plays a mediating role in their shopping preference between malls and traditional markets. Consumer perception of greater value in their shopping environment dictates their preference between different retail formats.

CONCEPTUAL MODEL

Independent Variables →	Mediating Variables →	Dependent Variable
Consumer Purchase Preference →	Perceived Value →	Modern Shopping Malls
Consumer Benefit Perception →	Time and Effort Investment →	
Consumer Lifestyle →	Trust on Retailers →	Local / Traditional Markets
	Consumer Attitudes →	
	Emotional Response →	

Consumer Attitude: The preferred shopping environment among consumers remains influenced through attitude toward retail spaces by how they view shopping malls or traditional markets relative to each other. Customers who adopt positive attitudes towards specific locations tend to pick those retail sites as choices.

Emotional responses: Emotional reactions within advertising or retail spaces lead consumers to select particular shopping destinations based on their shopping choices and lifestyle preferences.

Trust on retailers: Consumer trust in retailers functions as an important eroding factor between how shoppers observe retail benefits and their preferred shopping destinations. Individuals with elevated trust levels toward mall retailers tend to select retail centers instead of conventional markets.

Middle-Class vs. Upper-Class Pakistani Families' Shopping Behavior from Malls and Local Markets on Occasions, Seasons, and Random Days Based on Purchasing Power.

The consumer subjects in Karachi constitute a group that shows true market representation of Pakistan since this financial hub generates about 75 percent of national revenue. The first step needs understanding how middle and upper class Pakistani families display different shopping activities due to varying purchasing capability. The purchasing behavior of consumers between shopping malls and traditional stores shows double effects because consumers shop in different places and follow distinct patterns for various occasions. The research investigates the diverse shopping routines between middle-class and upper-class Pakistani families particularly through their local market and mall choices versus wealth quantity considerations.

Factors Influencing Shopping Behavior

Middle and upper class Pakistani family shopping behavior undergoes specific influence from multiple core factors which include seasonal shopping and random shopping visits during both festive occasions and usual days.

Affordability becomes a primary concern for middle-class families who need to stretch their limited budget but upper-class families have purchasing freedom to select from luxury options.

Middle-Class Families: Households from the middle-income bracket make budgeted planning decisions when shopping for Eid celebrations and special events like weddings. Shoppers take their purchasing direction mostly from retail sale promotions that run across these selected periods.

Upper-Class Families: The upper class considers special events as times to enjoy extravagance by shopping for luxury items. Since their financial constraints do not exist they can freely explore malls to shop premium and designer products without any spending restrictions.

Shopping on Random Days from Local Markets or Malls

Middle-Class Families: Middle-class families conduct most of their random day shopping at the local markets rather than at malls. Local markets allow families to find better affordable prices together with flexible quantity selection and also provide the possibility to negotiate costs on certain items.

Upper-Class Families: Upper-class families perform spontaneous shopping activities without being restricted by financial issues. Shopping facilities utilized by upper-class families serve as their main retail destinations because they focus on obtaining accessible luxurious merchandise with exceptional quality.

Price Sensitivity and Shopping Decisions

Middle-Class Families:

Highly price-sensitive: Middle-class families intensely focus on product prices throughout their regular buying trips because they need to stretch their budget limitations. These families actively search for discount deals and bargain rates to maximize the value of their money above all non-essential items in their shopping list.

Strategic shopping: The middle-class uses strategic buying patterns that center their shopping trips on specific sale events taking place in malls and local markets to obtain maximum value during promotional periods. Their choice of products involves trading expensive items for things that serve a real purpose.

Bargaining at Local Markets: The practice of price procedure as a negotiation strategy exists regularly for middle-class shoppers during visits to their town markets. Through strategic shopping people obtain better discounts when buying food products and other everyday household items and garments.

Upper-Class Families:
Low price sensitivity: Upper class families demonstrate minimum price sensitivities because they remain undisturbed by alterations in costs and price increases or sales events. The upper-class customers avoid making their purchasing decisions based on cost factors because they focus on quality products from reputable brands and convenient locations instead.

Focus on exclusivity and luxury: The experience of upper-class families during shopping time emphasizes both luxury and exclusivity. Even in their regular shopping habits this group of consumers opts for premium products that carry designer brands and luxury items to the extent that they never hesitate to forego price reductions.

No need to Bargaining: The acquisition of high-end products stands as their top objective because upper-class families avoid both haggling and seeking discounts at local markets.

Preferred Shopping Locations
Middle-Class Families:
Local markets for everyday purchases: Middle-class families select local markets above all other options for acquiring daily necessities and food as well as everyday wardrobe essentials. The markets present cost-effective products combined with adjustable purchase amounts that help families maintain financial stability.

Malls for special occasions: The middle-class population shops at special occasion shopping malls throughout festive periods and sales promotion events. The middle class prefers such establishments because they search for affordable deals yet they mostly select regular and affordable brands located in malls.

Upper-Class Families:
Luxury Malls for All Needs: Members of the upper class choose to shop in malls since they can find both vital necessities and non-necessary items. The upper-class families frequent shopping centers with premium brands and specialty stores as their preferred destination.

Rise of Modern Shopping Malls
The rise of contemporary shopping centers globally has transformed how consumers shop, with studies indicating a notable change in shopping habits from conventional markets to malls in recent decades. Dawson (2011) states that malls have become emblematic of contemporary consumer culture by integrating shopping with entertainment, dining, and social interactions. These "all-in-one shopping locations" offer patrons a convenient and pleasant atmosphere, along with extra features like parking, climate control, and safety protocols (Jones & Sim, 2017). Shopping malls are progressively being created to offer a comprehensive experience, allowing customers to participate in leisure activities like viewing films, dining, or merely socializing with family and friends. These non-purchasing attributes are deemed significant in affecting consumer decisions (Wakefield & Baker, 1998). Additionally, branding and promotional efforts in shopping malls enhance the views of quality, exclusivity, and status, drawing in middle- and upper-class shoppers (Reimers & Clulow, 2004).

RESEARCH METHODOLOGY
Study Area
The present research took place in Karachi, a key city in Pakistan. With a total population of 242 million individuals, Pakistan ranks as the sixth most populous nation globally. About 64% of the population in Pakistan resides in rural regions, whereas the remaining 36% lives in urban areas. Karachi is the most populous urban city in Pakistan. Karachi's population stands at 20.3 million (Government of Pakistan, 2023). The choice of this city stems from its significance as a key city in Sindh, as Karachi is similarly considered the Manchester and an industrial and economic center. Urbanization, heightened awareness, the participation of women in the workforce, and shifts in the demographic and social status of individuals have resulted in significant alterations in consumer buying behaviors.

Research Method
In economic studies, quantitative and qualitative approaches are the most commonly used techniques. The quantitative approach is utilized to explain, forecast, and characterize trends using measurable variables (Leddy and Ormerod, 2001). It additionally entails gathering data, typically numerical, and

the researcher employs mathematical models to evaluate the information. Cresswell (2013) stated that quantitative research "employs inquiry methods like experiments and surveys, gathering data through predefined tools that produce statistical information." Conversely, qualitative research prioritizes words over extensive data and centers on how individuals perceive their social environment. This method also demands a significant degree of participant observation based on actual experiences (Creswell, 2013). This research utilized **Quantitative Research**, with the objective of identifying various elements and assessing the degree of consumer behavior.

Data Sources

Primary Data: Information was gathered straight from participants through a standardized questionnaire. This guarantees that the outcomes are tailored to the aims of the research. **Secondary Data:** Research on consumer decision-making, encompassing journal articles, market analyses, and scholarly books, was reviewed to create the questionnaire and analyze the findings. Original data was mainly utilized to achieve the research goal. Primary data refers to fresh, unique, and original information gathered by a researcher for a particular research issue or study. This research relied on primary data gathered from consumers and households.

Sample Selection

In this study, a target sample of 300 respondents was set to determine the data's significance and the results' generalizability from the Karachi city region. The individuals in the study sample were chosen using random sampling methods. A key benefit of the random sampling technique is that it allows researchers to gather necessary data from a vast number of participants in a relatively brief time frame (Hair et al., 2006).

- Population: The intended population comprises active buyers from various backgrounds, showcasing a range of purchasing habits and preferences.
- Sampling method: Stratified random sampling was selected to guarantee representation across fundamental demographics, including age, gender, and income.
- Sample size: A total of 300 respondents was selected based on statistical factors to guarantee the results' reliability and generalizability.

Data Collection Method

The researchers employed questionnaires for data collection since this approach enhances the response rate (Saunders et al., 2009). Due to the geographical distribution of potential respondents, employing questionnaires and web surveys emerged as the most appropriate and cost-effective option for data gathering, as they were quick to administer, efficient, and required less effort (Saunders et al., 2009). This comprised systematic questions (closed) and a few unstructured inquiries (open). The clear benefit of closed-ended questions was that they enhanced response rates, conserved time for participants, and lowered waiting expenses for the surveyor. Clearly, respondents tend to be hesitant to join an interview when faced with numerous open-ended questions because of time limitations and inconvenience. The initial section included inquiries about demographic background. To maintain confidentiality, participants were only requested to provide their age and gender as personal information. The second section of the questionnaire featured general inquiries about consumer purchasing behaviors in shopping malls and the local retail format. In the third section, the emphasis was on the central inquiry, which concerns the factors influencing consumer satisfaction in the context of retail formats within shopping malls. In conclusion, to encapsulate the elements that affect consumers, participants were requested to evaluate the significance of these factors based on their satisfaction level through a Likert scale. The scale goes from 1 to 5 (5 = strongly agree to 1 = strongly disagree). Likert scales offer details for every number on the scale, allowing consumers to understand their selections (Schiffman et al., 2008).

RESULTS AND DISCUSSION

Sampling

The number of participants chosen for the research was 200. It was grounded in the anticipated foot traffic of shopping centers and conventional marketplaces. A five-point Likert scale was selected to gather consumer opinions, with 5 indicating strong agreement and 1 indicating strong disagreement.

Two (2) items were chosen from the research on consumer buying preferences (Lee & Tih, 2013). This research focused on consumer perceptions and forecasts regarding purchase intentions. Six (6) items related to consumer benefit perception, five (5) items concerning customer lifestyle, eight (8) items focused on shopping malls, and five (5) items for analyzing traditional market data were sourced from the research conducted by (Wu, S, 2003). This research includes five variables in total, where consumer shopping preferences, perceptions of consumer benefits, and consumer lifestyles act as the independent variables, while shopping malls and traditional markets serve as the dependent variables.

DATA ANALYSIS:

Descriptive Analysis

The demographic information of the current study offers quantitative figures on gender, employment, age, education level, and monthly earnings associated with chosen shopping malls and traditional markets.

Table 1 Socio-Economic Status of the Customers (n=200)

Demographic	Category	Percentage
Gender	Male	61.5%
	Female	38.5%
Occupation	Student	5%
	Labour	3%
	Service worker	29%
	Business man	43%
	House wife	10%
	Other	10%
Age	Below 20	17.5%
	21-30	53.5%
	31-40	20%
	41-50	1.5%
	Above 50	11%
Educational Status	Matriculation	6%
	Intermediate	31%
	Bachelor	47%
	Master	15%
Monthly Income	Up to 20000	7%
	21000-40000	12%
	41000-60000	26%
	61000-80000	23%
	81000-100000	32%

A large portion of the respondents consisted of men, making up 61.5% of the entire population, indicating that their count exceeds that of women. Even though women predominantly visit malls and markets, the trend in this case was entirely dissimilar. It indicated that the majority of users fell within the age range of 21 to 30, suggesting that predominantly young adults were the primary respondents. This instills confidence that vibrant young intellects can deliver precise information, and it further enhances the robustness and dependability of the data chosen for the research. The proportion of users aged over 50 was quite low, suggesting that this group of users was comparatively minor. Education, earnings, and job title are frequently unique traits in a customer profile. The main objective of these traits is to determine the user's level of education, their workplace, and their income. Most of the population was highly educated, with demographic data revealing that 47% of respondents held graduate degrees, 15% had postgraduate degrees, and 31% were undergraduates. Table 1 illustrates that the income bracket of 81,000 to 100,000 accounts for 32% of those surveyed, the 41,000-60,000 bracket comprises 26% of respondents, the 61,000-80,000 range includes 23% of participants, the 21,000-40,000 range consists of 12% of respondents, and the 20,000 bracket represents 7% of those surveyed. Every demographic outcome presents a clear view of the customer profile.

Hypotheses Relationship:

H1: Relationship Building:

DV: Monthly Income Average per Household.

IV: Marketing efforts affect my choice to favor one product instead of another.

Hypothesis: A positive relationship exists between the success of marketing campaigns and average monthly household income, indicating that individuals with higher household incomes tend to favor products shaped by marketing efforts.

Explanation: This theory proposes that people from wealthier families might be more receptive to advertising efforts, likely due to greater disposable income, which enables them to base their buying choices on compelling marketing tactics. Conversely, people with lower household incomes might choose products based on necessity or cost rather than the impact of advertising strategies.

Analysis of the Relationship:

Income and Sensitivity to Marketing Campaigns:

Marketers use marketing campaigns to reach different income groups through offers of discounts and deals which match customers' typical buying trends.

The 32% population within the 81000 to 100000 monthly income bracket demonstrates specific marketing vulnerability towards premium items. People who take part in promotional initiatives featuring products as fashionable or trendy items. The market targeting strategies of advertising will become more appealing to consumers due to their rising financial capabilities and cost increases.

People earning between 41,000 to 80,000 fall into the middle income bracket where 26% earn between 41,000 to 60,000 and 23% make between 61,000 to 80,000 and they respond best to price or promotional marketing approaches. Middle-income consumers attempt to find the appropriate price-quality equilibrium so marketing initiatives that reveal discounts or valuable deals strongly impact their buying behavior.

Subgroups with an income below 20,000 and between 21,000 and 40,000 per year show limited concern for marketing approaches that promote luxurious or image-enhancing products. Due to their financial constraints these respondents demonstrate better receptiveness toward marketing initiatives that present clear cost-efficient options and essential requirements and genuine discounts. The percentages showing this behavior among those earning 21,000 to 40,000 and less than 20,000 are 12% and 7% respectively.

Marketing Campaigns and Consumer Decision-Making:

Research findings show that marketing campaigns significantly impact consumer choices because 67.5% of participants agree with this statement. Most marketing efforts specifically address purchasing power segments and thus attract customers who come from wealthy income brackets.

The consumers who fall into the lowest income bracket (under 20,000) can respond to promotional programs that focus on discounts yet demonstrate careful selection in their buying choices while being drawn to price-conscious marketing strategies.

Correlations

		Income	MCIDPOPOA
Income	Pearson Correlation	1	-.171[*]
	Sig. (2-tailed)		.015
	N	201	201
MCIDPOPOA	Pearson Correlation	-.171[*]	1
	Sig. (2-tailed)	.015	
	N	201	201

*. Correlation is significant at the 0.05 level (2-tailed).

H1 Correlation Conclusion:
Marketing campaigns seem to affect consumer buying decisions at a moderate to strong extent based on household income levels.

- Premium and impression marketing seems to affect consumers earning 81,000 to 100,000 the most because they tend to have money left over after basic expenses to invest in luxurious purchases.
- The group of consumers who fall in the 41,000 to 80,000 income range responds to marketing messages that focus on product value through detailed quality information and cost-saving strategies.
- Low-income households below 20,000 earnings and those earning between 21,000 to 40,000 could most often be influenced by marketing strategies emphasizing affordability and cost savings along with discounts.

H2: Relationship Building:
DV: Earning Hands in One House.
IV: Why Choosing Shopping Mall or Local/Traditional Shops.
Hypothesis: The choice between shopping malls and local/traditional shops shows an opposite relationship with household EHOH as families who prioritize malls tend to have more earners because of their increased income requirements yet households selecting local shops tend to have less earners possibly because of shopping-focused decisions.
Explanation: When determining their shopping locations people with multiple income earners tend to choose malls because lifestyle and economic choices shape how many household members need to work. Households preferring shopping malls tend to have consumer-orientated preferences that demand more income earners because of their lifestyle needs. The preference for cost-conscious shopping in traditional stores by families suggests either lower income or less complex lifestyles that do not require numerous income earners.
Analysis of the Relationship:
Income and Sensitivity to Marketing Campaigns:
The strategy of marketing campaigns targets specific income levels by choosing promotional offers which match customers based on their purchasing capacity.
Among the 32% of respondents from the high-income group (81,000 to 100,000) multiple forms of marketing campaigns specifically targeting upscale products tend to reach them often. High-incomers demonstrate higher receptiveness towards advertisements that depict premium as well as desirable products. Their purchasing ability together with discretionary income strengthens their vulnerability to marketing campaigns which determines their choice between competing products.
The middle-economical income category (41,000 to 80,000) comprises 49 percent of respondents who would most probably respond when marketing focuses on price reductions. Middle-class consumers tend to require proof of worthwhile value when making buying choices so marketing programs centered on price reductions or promotions drive superior results over regular advertisements.

Individuals earning less than 20,000 annually and between 21,000 to 40,000 do not seem attracted to promotional content that represents luxury items. The target audience of customers below 20,000 and those in the 21,000 to 40,000 segment prefer marketing content that demonstrates financial suitability and Shark Tank-style necessities with concrete value additions.

Marketing Campaigns and Consumer Decision-Making:
Surveyed individuals who agree that advertising initiatives shape their buying choices represent 67.5% of the participants thus demonstrating a substantial marketing effect on consumer actions. The marketing approach is usually tailored to different consumer wealth levels therefore individuals with higher incomes respond better to promotional messages featuring exclusive luxurious products. Individuals who earn less than 20,000 pounds may allow price discounts to sway their purchasing behavior but use caution when making buying decisions which leads to targeting pricing-sensitive marketing strategies.

Correlations

		EHOH	WCSMOLTS
EHOH	Pearson Correlation	1	.155*
	Sig. (2-tailed)		.028
	N	201	201
WCSMOLTS	Pearson Correlation	.155*	1
	Sig. (2-tailed)	.028	
	N	201	201

*. Correlation is significant at the 0.05 level (2-tailed).

H2 Correlation Conclusion:
The relationship between income level and marketing campaign influence on consumer choices stands at a moderate to strong level.

- Individuals who earn between 81,000 to 100,000 generally display higher sensitivity to premium and impression marketing since they possess greater financial capacity for luxuries.
- Consumers with income levels between 41,000 and 80,000 are most influenced by marketing approaches that emphasize product worth through quality combined with promotional deals and affordable pricing.
- Household income levels below 20,000 do better with discount-based marketing focusing on practical features and low-price advantages.

H3: Relationship Building:
DV: Consistent product availability increases my trust in a retailer.
IV: Shopping malls offer a wider range of products compared to local/traditional markets.
Hypothesis: Increased consumer trust in retailers occurs due to the wider choice of products available in shopping malls because retail establishments gain greater confidence when offering consistent product availability.
Explanation: The premise suggests customers prefer to buy from stores which maintain extensive consistent merchandise selection. Shoppers are likely to believe shopping malls because they provide a broader dependable product selection compared to local or traditional markets. The reliable access to products in shopping malls allows customers to build trust because they link product accessibility to reliability and sustained customer satisfaction.

Analysis of the Relationship:
Product Availability and Trust: The research demonstrates that 72% of people agree that retailers gain consumer trust because they maintain stable product availability. The results indicate that shoppers

consider reliable delivery services as an essential trait in determining their trust toward retailers and their shopping decisions.

Product Range and Shopping Preferences: A big number of respondents (64.5%) believe shopping malls provide a broader product selection when compared to traditional markets. Consumer preferences tend to shift due to the wider selection available at shopping malls which creates such perceptions.

Potential Correlation:

Positive Correlation Possibility:

The belief that shopping malls provide extensive product variety and trust in retailers because of available merchandise show a possible positive link according to Tables 4.17 and 4.18.

The reliability association with wide shopping mall product range can potentially lead consumers to view reliable product availability as trustworthy. Products available in shopping malls which provide a broad selection encourage customer trust by creating a foundation for satisfaction and customer loyalty.

▪ **Neutral or Weak Correlation Possibility:**

Product availability in shopping malls can fail to establish trust within consumers since they might not link the two elements. The belief that shopping malls provide diverse products might not produce robust trust between customers because non-uniform product availability or different influencing factors such as prices or services affect customer trust more powerfully.

Correlations

		CPAITR	SMOWROPCLTM
CPAITR	Pearson Correlation	1	.173*
	Sig. (2-tailed)		.014
	N	201	201
SMOWROPCLTM	Pearson Correlation	.173*	1
	Sig. (2-tailed)	.014	
	N	201	201

*. Correlation is significant at the 0.05 level (2-tailed).

H3 Correlation Conclusion:

Table 4.17 and Table 4.18 suggest that sound product availability has a soft positive link with retailer trust particularly among shopping malls. The trust consumers extend to shopping malls increases because they believe those malls provide numerous products for purchase. Trust factors stem from multiple store elements besides product stock because the link between product availability and trust remains weak. The research indicates customer faith in retailers that provide dependable product availability yet shopping mall affiliation does not consistently develop store trust because of product assortment. The trust of customers can be enhanced through shopping malls by maintaining steady product availability in combination with broad product assortments.

Regression Analysis

Hypothesis Testing:

The linear regression methodology served as the method to evaluate the proposed hypothesis. The beta scores in every independent and dependent variable pair show positive relations which indicate significant effects between those variables. The amount of DV change is directly related to IV influence.

Table 3: Coefficients and paths of the Hypothesized variables

Variables Paths	B	R^2	p-value	t-value
CPP → SM	.534	.244	.000	6.955
CPP → TM	.433	.294	.000	20.65

CBP → SM	.924	.832	.000	30.470
CBP → TM	.546	.255	.000	8.072
CL → SM	.874	.890	.000	38.457
CL → TM	.533	.294	.000	8.935

Hypothesis 1: The research suggested that shopping mall attitude has a significant impact on which places customers prefer to shop. Customer shopping preference demonstrates a positive link between shopping mall attitudes among consumers (B=.534, p<.01). The traditional market demonstrates 24% of its total variability through customer shopping preference as revealed by the R2 statistic. The adjusted R2 =.241 shows a good fit of the model. The first hypothesis receives confirmation based on the research findings. Shopping malls demonstrate a prominent correlation with the shopping preferences consumers choose regarding purchasing time and payment approaches (H1).

Hypothesis 2: The second hypothesis demonstrated that consumer shopping preference shows significant correlation with traditional market attitude.

The study findings reveal that consumer shopping preference influences traditional market (B=.433, p<.01) acceptance thus validating the second hypothesis. The analysis indicates that 29% of traditional market variation results from consumer shopping preference behavior. The adjusted R2 =.291 shows good fit of the model.

Research demonstrates that H2 proves traditional market attitudes create a substantial connection with purchasing activities which include choice of purchase duration and payment modes.

The analysis showed that consumer perception of benefit results in a substantial relationship with their shopping mall attitude.

Hypothesis 3: The relationship between consumer benefit understanding and shopping mall attitude shows a strong link with an extremely significant B value of .924 (p<.01). Consumer perception of benefit explains 83% of the overall shopping malls variation according to R2. The adjusted R2 =.831 shows good fit of the model. The research results indicated approval for the third experimental hypothesis. Customers who have a positive shopping mall attitude show significant links to their evaluation of benefits received from mall experiences (product effectiveness, shopping convenience, information abundance, service quality, freedom of choice and company name familiarity).

Reliability Statistics:
According to Özdamar (1999) scale reliability will reach high levels when Cronbach's alpha internal consistency coefficient measures between .80 and 1.00 (.80≤ α < 1.00). Our questionnaire meets the standards for reliability which makes it a valid assessment method.

Table 4: The research study generated reliability statistics.

Variable	Cronbach alpha
Consumer Purchase Preference	.715
Customer Benefit Perception	804
Consumer Lifestyle	.723
Shopping Malls	.874
Traditional Markets	.725
(Cumulative of all items)	809

SUMMARY
Middle and upper class Pakistani families base their shopping activities on their financial capacity that guides their shopping at malls and markets both during special times and seasons and general shopping days. Middle class families choose affordable products with value in both seasonal/festive sales and

local market shopping due to their financial constraints. Upper-class families maintain the privilege to shop for luxury goods in malls and designer stores both on special occasions and throughout regular days. These segmentation understandings enable businesses to create specific products which match individual market requirements.

A research investigation focused on studying linkages between customer selection between traditional marketplace visits and visits to shopping malls. Statistical analysis of data collection through proper tools produced study outcomes that reflect the most credible findings from this research project. The variables measuring consumer purchasing preferences together with consumer benefit perception and consumer lifestyle confirm that shopping malls remain more influential than traditional markets according to the results. The initial analysis of the data demonstrated that it was suitable for measuring target consumer perceptions after its collection. The collected data showed high reliability so it provided excellent verification for our research. The research outcomes demonstrate how consumers understand their shopping connections between malls and markets through the analysis of their product buying motivations and life choices. People seek guidance from their preferences in all their purchasing decisions. The consumer prefers one shopping place over others exhibiting a weekly relationship across study variables that shows his inclination towards either malls or markets. The consumer's opinion remains flexible for change since he lets his preferred area decide after both perceiving and going through the product buying experience.

The data shows that each variable depends significantly upon the others in the study. Customers automatically choose a particular retail area for their buying decisions. Most consumers feel drawn toward shopping malls instead of regular markets. A discussion about lifestyle reveals that people choose to visit either markets or malls as determined by their life choices. Such places become famous due to their success in meeting customer desire. The study results demonstrated that shopping malls surpassed traditional markets as participants strongly preferred malls in all aspects including consumer shopping preferences, consumer benefit perceptions and consumer lifestyles. Therefore the research model received strong support. The research showed that people who obtain product information before buying tend to care most about effective products as well as high-quality service and convenient purchasing methods as well as having free choices. Different lifestyles show distinct behavioral conduct of consumers in their purchasing activities. The examination of consumer lifestyles enabled us to discover realistic insights into consumer purchasing behavior and thinking patterns. Research indicates that customers who focus on fashion trends often adopt new products early since they tend to explore various options. These individuals take part actively when influencing others. People who seek benefits coupled with those interested in fashion choose shopping malls over other shopping alternatives. The combination of personal preferences and advantageous elements and lifestyle characteristics leads individuals to decide on product acquisitions or rejections. Economic developments in retail structures of developing countries result directly from shopping malls becoming more common and retail industries expanding globally. The reform era brought about quick retail sector changes across Pakistan. Modern retail formats have appeared quickly to become a major visible transformation of the urban retail sector. International retailers are entering Pakistan because the government eased investment regulations for the retail sector (Gary Mortimer 2024).

CONCLUSION

A majority of people choose shopping malls over other options because these facilities provide easy access combined with comfort and safety while offering excellent shopping opportunities. Shoppers find malls superior to traditional markets because malls present a wide selection of items together with easy-to-access entertainment zones and restaurants and maintain a secure atmosphere. However, traditional markets still hold cultural and economic significance, particularly for those seeking budget-friendly shopping options or unique local products. Cautious buyers turn to traditional markets due to their authentic and inexpensive collections despite not being the top selection among mass consumers. Smaller businesses with revamped shopping malls now attract customers by meeting contemporary shopping expectations which emphasize convenience together with quality and enhanced retail environments.

According to the research Pakistani consumers make their retail purchases through shopping malls

and local shops based on their shopping behavior. The retail decision-making process of consumers depends on their age brackets together with earning capacity and marital status and education level and transportation accessibility which in turn rely on purchasing variables including environment and promotions of stores with quality products and services and their positioning and accessibility to products. Terano et al. (2014) established that these elements substantially influence customers when selecting their favored retail format. The retail industry of Pakistan must analyze consumer preferences for retail format selection since traditional and modern markets function side by side. This research will advantage both market types by helping them draw additional customers. The expanding number of shopping malls in Pakistan will grant all residents from urban and suburban as well as rural regions comprehensive access to shopping at both local and modern markets. The study conducts research on Pakistani consumer preferences regarding retail format selection for product acquisition between traditional and modern markets. The research demonstrated several obstacles remain for pricing products in modern retail environments based on consumer preferences yet traditional markets should optimize their premises by making it cleaner with better convenience services designed for customers who have children. The change will positively influence traditional market customers to be pleased with the complete shopping experience.

Recommendations:

The Future of Local & Traditional Market Retailers – A Strategic Approach for Sustained Growth

Local purchasers must conduct straightforward market examinations of customer requirements and shopping patterns to understand their market environment that enables them to find solutions to counter both shopping malls and contemporary retail settings. Traditional outlets must adopt new store designs that introduce modern changes to fight against increased market competition. Tradition and locality have maintained their central role as foundation sectors that sell vital goods through their affordable costs. Traditional retailers now confront survival challenges because of the growing presence of shopping malls together with supermarkets and online stores. The full satisfaction experience of customers begins with all operations within retail stores which lead to complete guest fulfillment. Customer satisfaction depends on multiple factors such as affordable rates, high-quality products, ethical practices, environmentally friendly products, talented personnel, secure payment systems, upgraded showroom design and honest customer experiences. Each element that enhances customer satisfaction requires stores to conduct evaluations to achieve better satisfaction outcomes. Retailers implement physical layout elements to permit customers from spending longer periods inside their business premises. The physical setting of the store leads shoppers to modify their shopping activities in noticeable ways. A dynamic shopping environment in retail locations demands retailers to show the utmost caution during implementation. The store operates both air conditioning systems and free parking and has enough security measures while maintaining a clean store facility. Promotional activities by the retailer attract customers to a large extent. Retailers execute their promotional activities through special occasions merged with off-seasons and special festivals and particular days. Stores primarily employ promotional strategies such as discounts and coupons as well as exchange offers for promoting low-priced goods through attractive schemes to attract customers. The choice of retail format primarily focuses on promotion elements. Companies need to take proactive measures which improve their products while enhancing availability and lowering prices alongside improving standard customer experiences. These enhancements will serve to both draw and maintain customers while guaranteeing their position as central players in the retail network.

1. Product Improvement & Quality enhancement represents a primary concern for traditional markets because their products often show inconsistent quality standards. The quality standards of shopping malls stand in contrast to the common problems local retailers face with sanitation challenges as well as the existence of fake goods and out-of-date inventory. The improvement of product quality requires retailers to adopt these following strategies:

- The retailer can ensure both quality and authenticity through its alliance with trusted suppliers. Retaining product quality depends on refrigeration devices and transforming packaging with proper containers and suitable shelving to lengthen shelf life.

- Local retailers should prioritize products from well-known brands along with certified goods since customers demonstrate faith in established trademarks. The implementation of scheduled quality assessments combined with a system that gathers customer feedback enables maintenance of product consistency.
- Local retailers who enhance their quality measures will develop customer trust and loyalty patterns comparable to the trust supermarkets establish with their brand products.

2. A primary strength of shopping malls is their aspect of inventory management which leads to uninterrupted supply chain operations. Traditional market opportunities for purchases are limited by product shortages as customers prefer to shop in malls and online. To counter this, retailers must:

- An analysis of customer buying patterns enables the right product quantities for high-demand items to remain available for customers. Increasing supply chain effectiveness through partnerships between manufacturers and farmers and wholesalers allows for maintaining continuous product supply.
- The decision to source products from multiple suppliers helps reduce dependence on only one supplier thereby minimizing stock disruptions.
- A system that tracks inventory using digital or manual processes will give better inventory control and minimize product wastage.

The availability of products leads to higher consumer satisfaction which stops people from moving to bigger retail chains.

3. Traditional markets stand out through their ability to offer lower costs than shopping malls because of their competitive pricing structure. Despite inflation and supply chain problems small retail stores may find it challenging to price their goods competitively. To maintain affordability, they should:

- Better prices result from supplier collaboration which enables the purchase of bulk materials.
- Local retailers can reduce operational expenses by disregarding unneeded storage rentals which enables them to provide lower prices to their consumers.
- Retailers should adopt promotional offers and launch loyalty programs which involve offering small price cuts and package promotions and loyalty rewards that encourage customers to return.
- Local businesses should evaluate possible government subsidies with financial assistance because many regulatory bodies provide economic benefits to small enterprises.

Advice on reputable prices helps budget-oriented customers avoid supermarkets when they shop at local markets.

4. Modern shoppers find comfort in the shopping areas of malls that provide them with satisfactory experiences and convenience. Traditional retailers need to make essential improvements in their whole shopping experience in order to stay competitive:

- Proper shop maintenance for cleanliness combined with excellent hygiene standards helps attract numerous customers to stores.
- The personal touch in customer service and enhanced flexibility to bargain along with community involvement exist exclusively in traditional retail stores and not in malls.
- Customers expect retailers to offer digital payment methods because cash-only transactions have become obsolete standards. Adding mobile wallets together with bank transfers and QR payments systems improves shopping ease.
- Many shoppers prefer deliveries to their home addresses through special home delivery services along with having an online presence. Clients should have an opportunity to place online orders through WhatsApp as well as social media networks or e-commerce platforms.

Traditional markets present customers with enhanced convenience through which they can receive personalized service and flexible shopping compared to the mall environment.

5. The main advantage of malls stems from their effective brand management alongside promotional activities along with marketing initiatives to increase awareness. Traditional retailers mostly depend on customer recommendations to spread their message because they lack alternative marketing means. The business can increase customer volume through the following measures:

- Businesses should employ digital marketing strategies through Facebook, Instagram and TikTok platforms to promote time-limited promotions, promotional discounts and initial product releases.

- Typical markets showcase distinctive handcrafted organic or traditional items which retail malls fail to present. Customers who seek unique items will join the market when these exclusive products are showcased.
- The collaboration with local influencers together with community leaders creates new opportunities to spread the knowledge about traditional market advantages.
- The implementation of cultural festivals and limited-time sales with specific events project will drive more people to visit the traditional market space.

Traditional retail businesses will stay competitive against shopping malls when they implement marketing strategies to enhance their visibility and relevance among customers. Traditional market retailers need to understand that buying tendencies from consumers are currently undergoing shifts. Traditional retailers cannot reconstruct shopping malls but they should implement contemporary retail approaches that lead to superior product specifications along with enhanced accessibility and reasonable cost structure alongside superior customer service. Their ability to maintain their market position depends on implementing better supply chain management and pricing strategies concurrently with digital transactions along with branding efforts which together allow them to stay successful in the long run. Local retailers who do not innovate will become irrelevant since supermarkets along with malls and e-commerce are dominating the market. Better adaptation will enable local stores to endure while establishing themselves as vital community shopping centers.

Suggestion for Further Research

Research can proceed into various subject areas to advance understanding of how Pakistani consumers choose their retail format shopping locations. Subsequent research needs to expand this study by selecting a nationwide representative sample to stand for every area of Pakistan. A geographically and demographically broad sample enables clear generalizability because it helps demonstrate universal applicability. The future investigation should gather bigger samples to eliminate sampling-related mistakes. The research failed to investigate which variables determine customers to visit multiple stores along with their store preference alterations. Researchers need to examine the widespread adoption of visiting multiple stores even though it is a typical behavior pattern in developing retail markets. The results of this research do not apply to non-store retailing including operations like online retailing because the study focuses on physical retail formats.

Limitations of the Study

The research presents methods to improve the connection between attitudes and buying choices of traditional market clients together with mall shoppers. This study has several limitations which researchers should take into account for preparing analysis findings along with developing extended scopes for future work. The research investigation failed to identify what categories of items traditional market customers and shopping mall customers purchased. The research collected data from consumers within Karachi but failed to provide sufficient proof of their market-wide representativeness. Traditional grocery stores maintain their market strength in rural communities at a time when competition from other cities has diminished their presence. The analysis examined eight essential elements (product type, quality, availability, store atmosphere, price, promotion, location and service) for predicting customer behavior towards both local stores and shopping malls. The concept of assessing consumer behavior is enriched when additional perspectives like psychographic, geographic, and cultural ones are taken into account. Results from this investigation relied on an interpreter who managed a sample of 200 participants whose numbers fall within the category of small population analysis. A larger research sample might lead to contrary results as well as alternative conclusions. Larger sample sizes that include more groups of respondents yield results which are easier to apply across different populations. The research used random and convenient selection methods for its samples but these methods failed to capture all segments of the retail market.

Future Trends: Coexistence or Dominance

Recent studies indicate modern shopping malls are expanding while traditional markets sustain their attractiveness within the community since they cater to distinct consumer categories according to Teller & Reutterer (2008). Traditional markets stand to succeed by enhancing their cultural presence and social significance yet shopping malls advance customer traffic through luxury brand combination and

experiential shopping. Traditional markets receive increased potential for success through consumer interest in ethical shopping since customers actively wish to assist their regional economies (McGoldrick & Andre 1977).

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