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## A PREDICTIVE INVESTIGATION OF SHOPPERS SHOPPING EXPERIENCE IN MALLS

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### Abstract

*Shopping Malls that enhance the shopping experience of shoppers will have generally fulfilled that the mall managers will find very difficult to evaluate. This paper throws light on the following objectives: 1. To define Shopping Experience. 2. To differentiate Shopping Experience from other constructs. 3. To study Antecedents and Consequences of Shopping Experience. 4. To analyze the problems of Shopping Experience. 5. To present an overview on researching Shopping Experience. 6. To conclude and recommend for better Shopping Experience in shopping malls.*

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Shopping Experience, Shopping Mall, Antecedents, Consequences, ICSC.

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