



## **Commerce**

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### **Mall shopping culture- a developing trend among the middle income group population in Patna**

**(A study conducted with special reference to the buying behaviour of the middle income group)**

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**Abstract :** *Shopping habits have been changing and the advent of multi-brand retail outlets and malls, have brought about a drastic transformation in the buying behavioural habits especially that of the middle income group. This research is a blend of the study of buying behaviour vis-à-vis that of cultural changes. It aims at assessing and analysing the concept of retail buying habits of the middle income group in Patna.*

**Keywords :** *Middle income group; Awareness, Mindset and Perception; Malls and Conventional Grocery Stores.*

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