

**SECTION H:                  CONCLUSION**

It is concluded that the constructs/concepts captured in the survey are relevant and accurate. The research objectives as stated earlier are generally met. However a more thorough survey which should include a larger or broad based demographic segment is strongly recommended.

A shopping outlet's success factor from the perspective of mall operators, management and the retailers operating therein would add more value and serve to complement this research project.

A comparative research between shoppers preference in Klang Valley and other regions is sure to indicate some variance and may add a new depth in understanding of consumer preference and their choice factors on shopping outlets.

*End of Research Report*

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